



#### A HORHSAM RSL CASE STUDY

Discover how Horsham RSL effortlessly welcomed back over 275 lost customers

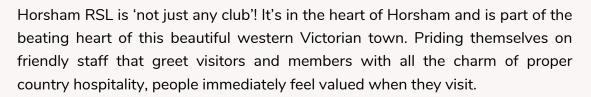






#### **SUCCESS STORY**

Learn how Horsham RSL got over 275 lost customers to return, without having to lift a finger.





However, like many hospitality businesses, they faced a battle to stay top of mind with their customers and keep them visiting regularly. When Club Manager, Tim Nurse approached the Impact Data team to see if there was more he could get from his TalkBox integration, they were happy to help.

Horsham RSL has had a TalkBox account for many years that was connected to their membership database. This allowed them to understand when a member had joined, was celebrating a birthday or was coming up for renewal.

When the Impact Data team connected their TalkBox account to their POS data, magic started to happen. As customers identify themselves whenever they purchase food or drinks, TalkBox was immediately able to understand whether a customer was visiting and more importantly whether they were trending away.

The team worked with Tim and the venue staff to create a series of automated messages with an offer to entice customers back to Horsham RSL and the results speak for themselves.

01 CASE STUDY





## The Horsham RSL TalkBox Solution



A TalkBox account connected to RSL Rewards member database



Connected to the venue POS system, Jensen POS



Daily analysis by TalkBox of the member and transactional data



Automated messages to welcome, engage, surprise & delight and retain customers



Vouchers set up to reward and incentivise customers to return



A series of informative reports to measure success

## The outcomes in the first 12 months



275 lost customers **returned** 



A median of 10.75% of the database visiting monthly



Over **\$680k** in F&B sales from member visits



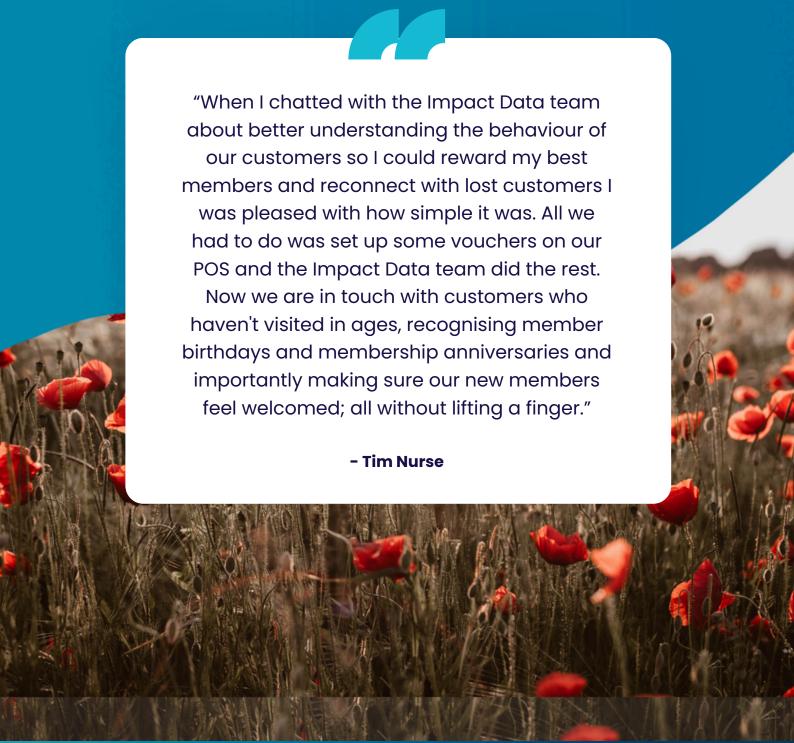
Above average engagement with communications with open rates of automated communications averaging **53%** and an average click rate of **4%**.





# Reflections from Tim Nurse

General Manager Horsham RSL



Ready to get more visits, more often for your business? Talk to us today







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