

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.**

Horsham RSL is 'not just any club'! It's in the heart of Horsham and is part of the beating heart of this beautiful western Victorian town. Priding themselves on friendly staff that greet visitors and members with all the charm of proper country hospitality, people immediately feel valued when they visit.

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.



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

“When I chatted with the Impact Data team about better understanding the behaviour of our customers so I could reward my best members and reconnect with lost customers I was pleased with how simple it was. All we had to do was set up some vouchers on our POS and the Impact Data team did the rest. Now we are in touch with customers who haven't visited in ages, recognising member birthdays and membership anniversaries and importantly making sure our new members feel welcomed; all without lifting a finger.”

– Tim Nurse

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



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