

Turn first timers into regulars

Get more bookings

Hands-free booking

Sell more gift cards

Drive function enquires



Now Book It + TalkBox

Your automated marketing program explained



Savor the flavor of success with your automated marketing program

Relish in the hands-free marketing to drive more bookings and revenue for your business



Getting to know your TalkBox account

When you connect your TalkBox by Impact Data account to your Now Book It reservation diary, you have a powerful automated marketing program designed to turn first-time customers into loyal regulars without you having to lift a finger.

TalkBox, connected to Now Book It, powers the customer engagement and retention program of hundreds of businesses across Australia and New Zealand. We know the messages that matter to help you:



GET NEW
CUSTOMERS
TO RETURN



BUILD YOUR
FUNCTION
ENQUIRIES



EFFORTLESSLY
INCREASE GIFT
CARD SALES



RECOGNISE AND
REWARD YOUR BEST
CUSTOMERS



NURTURE GUESTS TO
BECOME MEMBERS OF
YOUR LOYALTY PROGRAM

Your automated marketing program is a combination a number of elements

- A TalkBox account connected to your Now Book It diary
- Future customer bookings added to TalkBox as they happen
- Each day TalkBox is updated with completed bookings
- TalkBox analyses the behaviour of customers and updates a number of fields
- Those fields are used to trigger messages designed to engage and retain your customers and make sure they keep coming back

Plus with all of this 'marketing ready' data in your account, your team can easily segment and communicate to your customers about news, updates and promotions.

Your TalkBox Fields Explained

Understanding the marketing ready fields in your account.

Your TalkBox account has a number of **fields** that are updated by Now Book It or calculated by TalkBox to help you better understand the behaviour of your customers and target them accordingly.

The types of fields in your account



**STANDARD
CONTACT FIELDS**



**CONNECTION
FIELDS**



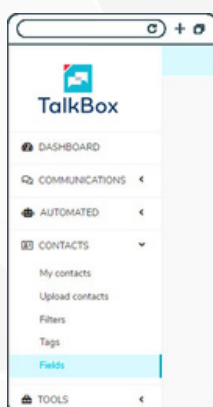
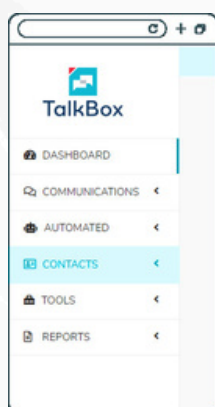
**FORMULA
FIELDS**

You can find them in your account by navigating from:

1. Dashboard

2. Contacts

3. Fields



Name	System Name (for API)	Type	
First name	first_name	Text	✓ EDIT
Last name	last_name	Text	✓ EDIT
Email address	email	Text	✓ EDIT
Mobile number	mobile_number	Mobile Number	✓ EDIT
Gender	gender	Single choice (dropdown)	✓ EDIT
Date of birth	date_of_birth	Date	✓ EDIT
Creation date	created_at	Date	
Age	age	Derived Field	
Signup source	signup_source	Single choice (dropdown)	
Visits Locations	visits_locations	Multiple choice (checkboxes)	✓ EDIT DELETE
Average booking covers	average_booking_covers	Number	✓ EDIT DELETE
Service periods booked	service_periods_booked	Multiple choice (checkboxes)	✓ EDIT DELETE



STANDARD CONTACT FIELDS

These fields are the information that helps you to identify and connect a customer eg. *First Name, Mobile Number etc.*

These fields are added from what you capture when a booking is made.



CONNECTION FIELDS

The connections that drive your automated marketing solution are represented in TalkBox as a number of standard fields that are listed below. These fields help you to understand the relationship your customer has with your business and are used in targeting customers with automated messages to get more visits, more often.

Visit Fields

Total visits

Total number of observed visits

First visit date

First observed visit

Last visit date

Most recent observed visit

Expected next visit date

Calculated date based on all observed visits; this requires at least 3 visits

Visit frequency

High, medium or low based on average interval between visits where top 25% equals high & bottom 25% equals low

Days since last visit

Number of days since last observed visit

Weekday visited

Any weekday (Mon — Sun) where there is an observed visit

POS Fields

If you have a POS system that adds the Now Book It contact to a transaction we can include the POS fields.

Average visit spend

Average POS spend per visit

Spend range

High, medium or low based on average visit spend where top 25% equals high & bottom 25% equals low

Location Fields

Where multiple locations are connected to a single TalkBox account.

Visit locations

List of all locations a contact has recorded a transaction

Last location visited

Single location of where most recent transaction has occurred

Booking Fields

Service periods booked

Breakfast, lunch and dinner based on time of day attended bookings were made

Average booking covers

Average number of covers for attended bookings

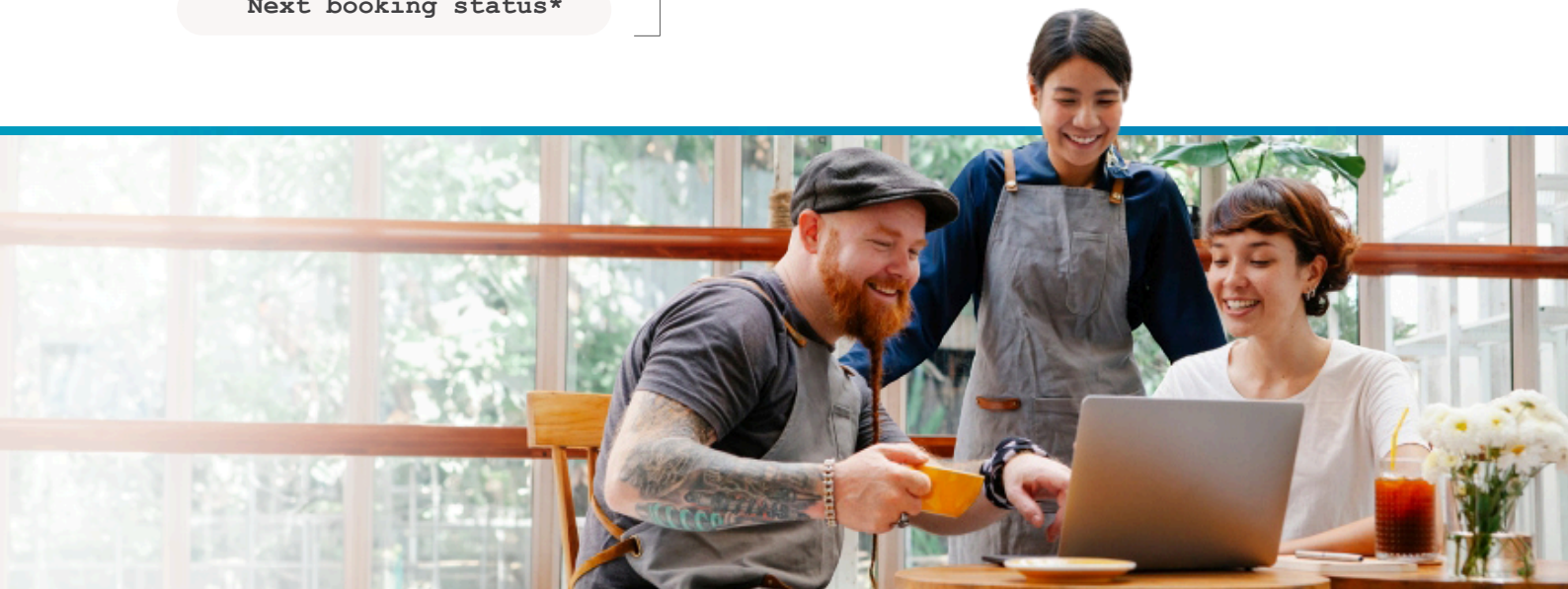
Next booking date*

Next booking time*

Next booking covers*

Next booking status*

*These fields represent future bookings and may not become actual visits.





FORMULA FIELDS

Formula fields are a TalkBox feature where the value is calculated rather than being entered directly. They are a great way to create fields that help loyalty customers understand how far they are away from their next loyalty milestone, eg. Points to Next Reward if your account is connected to your POS loyalty. Another great example is 'Weeks to your Birthday' to help generate urgency about booking a function.



FILTERS

Filters are a combination of more than one field and can be useful to segment your audience. Some useful examples include:

- High visit frequency + High Spend Range = *Top 25% of your database*
- Day of week visited = Friday + Saturday + Sunday = *Weekenders*

**Check our Support Centre for
10 Useful Filters and other
technical information below:**

[Top 10 Filters >](#)

[Support Centre >](#)



Coming soon: Now Book It Tags

The standard Now Book It tags will be added to your contact's profile and updated daily.

Automated communications

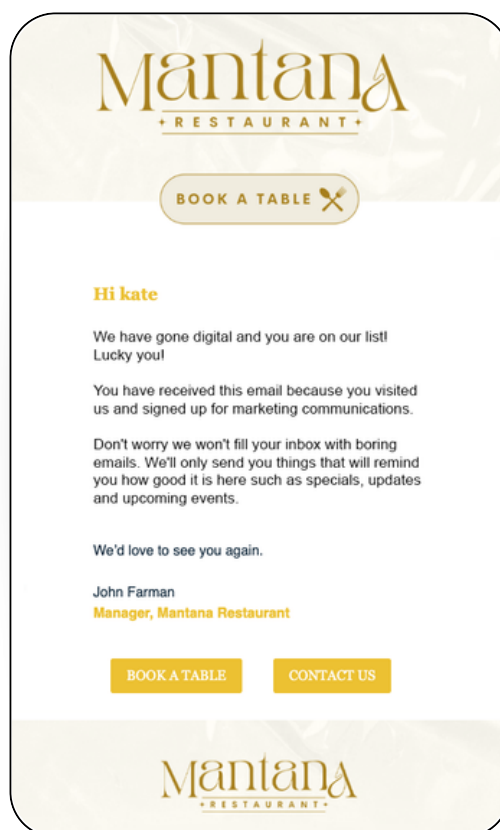


The Now Book It and Impact Data teams have developed the messages that matter to turn a first time customer into a loyal regular customer. The communications will be set up and activated in your account with your branding to start engaging and retaining customers.

You can add to, change or update your Automated Communications by navigating to > **Automated/Date Triggered**

The Now Book It customer journey messages:

1. **Welcome messages** - to acknowledge the new customer and request feedback and if they haven't made a booking
2. **Welcome to Program** - this is triggered to your whole database if you haven't been communicating via email and SMS
3. **Update details** - to capture DOB and understand whether a customer is local
4. **Revisit series** - which is a number of messages designed to get the next booking
5. **Lost customer series** - after a customer has had 3 bookings we can calculate the next time they should visit and if they miss it, we will trigger messages to get them to return
6. **Birthday messages** - a message to acknowledge a birthday and if it's a significant birthday to capture the function
7. **Milestone visits** - celebrating and acknowledging your loyal customers
8. **Function and Gift card reminders** - important to help you build revenue and make sure we engage with your whole database regularly



An example of a *Welcome to Program* message

[See More Example Messages >](#)

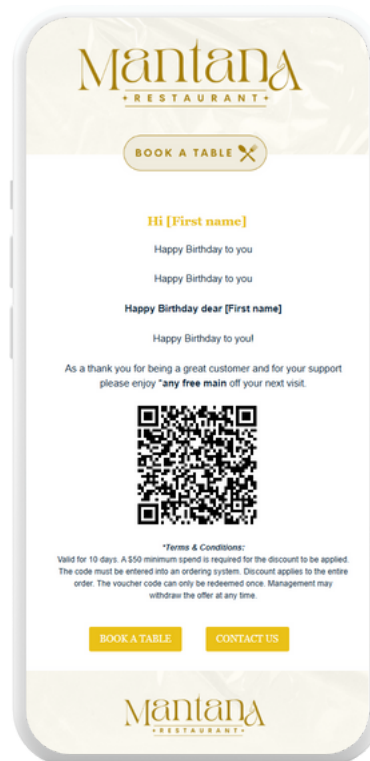
Vouchers



Setting up a TalkBox voucher is a great way to add another incentive for your customer to return or acknowledge your best customers. If you have one of Impact Data's POS partners we can assist you in issuing vouchers that can be automatically redeemed at your POS.

TalkBox vouchers are incredibly flexible and can be for a couple of days or just a happy hour. Learn more about TalkBox vouchers below or talk to our [Support Team](#).

[Learn about TalkBox vouchers >](#)



An example of a Free Main Meal voucher

Reporting



Your TalkBox account has a series of reports that can help you understand the effectiveness of your marketing campaigns.

- **Communication Reports** - check on the engagement of individual communications
- **Automated Communication Reports** - review the effectiveness of the automated communications set up in your account
- **Voucher Reports** - see how many vouchers have been redeemed and are still live for your campaigns
- **Net Promoter Score Reports** - check your total score and even filter by service period or day of week to understand your customer sentiment
- **Account Performance Reports** - see the performance of all of your marketing efforts and understand the number of bookings, communication engagement and database growth in your monthly report.



For more information:

If you would like assistance using the visits fields and activating automated communications please contact our support team.

Get in touch >

Support Centre >



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