

The Loyalty Kickstart Guide

Increase a customer's likelihood to visit by up to 10x with the 'loyalty messages that matter'



Turn first timers into regulars

Sell more gift cards

Hands-free booking

Get more bookings

Drive function enquires

IMPACT DATA

Table of Contents

Getting to know your Redcat connected TalkBox account [1](#)

Your TalkBox Fields Explained [3](#)

- Standard Contact Fields [4](#)

- Connection Fields [4](#)

- POS Fields [5](#)

- Visit Fields [6](#)

- Location Fields [6](#)

- Formula Fields [7](#)

- Filters [7](#)

Automated Communications [8](#)

Incentivise your customers with Redcat coupons [10](#)

Reporting [11](#)

Driving a return on your loyalty program investment.

The 'loyalty messages that matter' will help you drive more visits, more members and more revenue for your business; automatically.



Getting to know your Redcat connected TalkBox account.

Creating and launching a loyalty program is the first step to success. The next stage is to engage with your customers when they aren't on-premises to drive their engagement

in your loyalty program and more orders for your business.

TalkBox, connected to Redcat, powers the loyalty and engagement communications for brands throughout AU, NZ and UK. We know the 'messages that matter' that will drive a strong return on your loyalty program investment.



RECOVER
LOST
CUSTOMERS



INFORM CUSTOMERS
ABOUT THEIR
LOYALTY REWARDS



GET NEW
CUSTOMERS
TO RETURN



RECOGNISE AND
REWARD YOUR
BEST CUSTOMERS



DRIVE LOYALTY
PROGRAM ENGAGEMENT
AND REDEMPTIONS



EFFORTLESSLY
INCREASE GIFT CARD
AND CATERING SALES

Your automated marketing program is a combination of a number of elements

- A TalkBox account connected to your Redcat loyalty program
- Each day, new members are added to your TalkBox account
- TalkBox analyses the behaviour of customers and updates a number of fields
- Those fields are used to trigger the 'messages that matter' to engage and retain your customers and make sure they keep coming back
- If you have other data sources such as a newsletter sign up or even a reservation system, we analyse these contacts and invite those that have not joined yet to join, automatically

A TalkBox account that's connected with Redcat is in Mirror Mode. That means that only customers who are in your loyalty program will appear in TalkBox. If you have contacts from other sources, they will be added to a Guest Account. This account will be compared to the Member Account each day and members will be removed. This means that you can easily market to guests to get them to become members.

Plus, with all of this 'marketing-ready' data in your Member or Guest account, your team can easily segment and communicate with members about promotions, menu and store updates.



Did you know the median visitation for Redcat customers is 10% of their database visiting every month? Increase your visits with the *'loyalty messages that matter'*.

Your TalkBox Fields Explained

Understanding the marketing-ready fields in your account



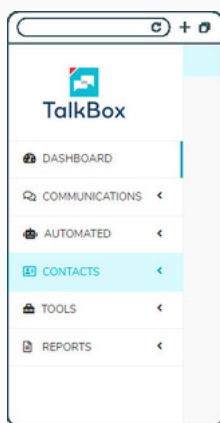
Your TalkBox account has several fields that are updated by your Redcat loyalty program or calculated by TalkBox to help you better understand the behaviour of your members and target them accordingly.

The types of fields in your account:

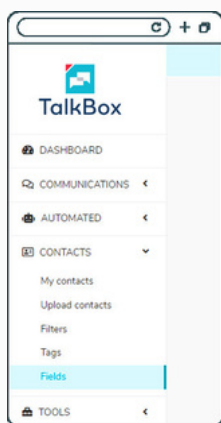


You can find them in your account by navigating from:

1. Dashboard



2. Contacts



3. Fields

A screenshot of the TalkBox fields page. It shows a table with columns: Name, System Name (for API), and Type. The table lists various fields like First name, Last name, Email address, Mobile number, Gender, Date of birth, Creation date, Age, Signup source, Visits Locations, Average booking covers, and Service periods booked. Each row has a 'Type' column and some have edit/delete icons. A 'Create new Field' button is in the top right corner.

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



STANDARD CONTACT FIELDS

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

Each member will have an External ID. This is the same number that they have in your Redcat Polygon account so you can easily match them. These fields are added from your loyalty registration form.

TOP TIP

Have you checked your sign-up form to ensure it's a great customer experience?

Only capture the fields that you need and remember to let the customer know why they should sign up for marketing, don't just have a generic message.



CONNECTION FIELDS

Favourite Store ID

The location id of the store set by the customer as their favourite store.

Favourite Store Name

The location name of the store set by the customer as their favourite store.

Group ID

The ID of the group (usually assigned by HQ) that the member is assigned to.

Group Name

The name of the group (usually assigned by HQ) that the member is assigned to.

Member Number

The member number assigned to the member.

Money Awarded

Total member money (hybrid cash) that has been awarded to the member.

Money Balance

Current member money (hybrid cash) balance for a member.

Money Redeemed

Total member money (hybrid cash) that has been redeemed by the member.

Points Awarded

Total loyalty points that have been awarded to the member.



CONNECTION FIELDS

Points Balance

Current loyalty points balance for a member.

Points Redeemed

Total loyalty points that have been redeemed by the member.

Stamp Card Current Stamps

The current number of stamps the customer has.

Stamp Card Cards Filled

Number of times this stamp card has been filled.

Stamp Card Rewards Earned

Total number of rewards earned from this stamp card.

Registration Date

The date the customer joined your loyalty program.

Creation Date

The date they were created in TalkBox.

Active

Their status in Polygon.

Card Type

This is the type of loyalty cardset that the client is using (clients will generally only have one cardset (plus giftcards) set up).

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.

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	A 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 a visit is observed.

Location Fields

Visit Locations	List of all locations a contact has recorded a transaction.
Last Location Visited	Single location of where most recent transaction has occurred.



TOP TIP

Location fields are a more accurate indicator of customer behaviour than using Favourite Store when you are doing local area marketing .



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, e.g. Points to Next Reward. Another great example is 'Weeks to your Birthday' to help generate urgency about booking a function.

TOP TIP

Adding a loyalty statement section in your email that details Current Points or Stamps Balance, Points or Stamps to your Next Reward is a great way to increase engagement in your loyalty program.

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**

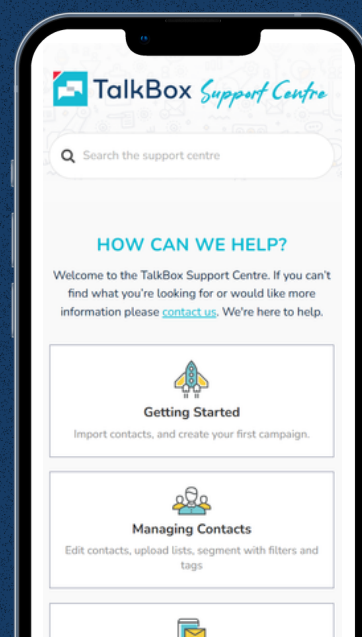
Day of week visited = Friday + Saturday + Sunday = **Weekenders**

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

[Top 10 Filters >](#)

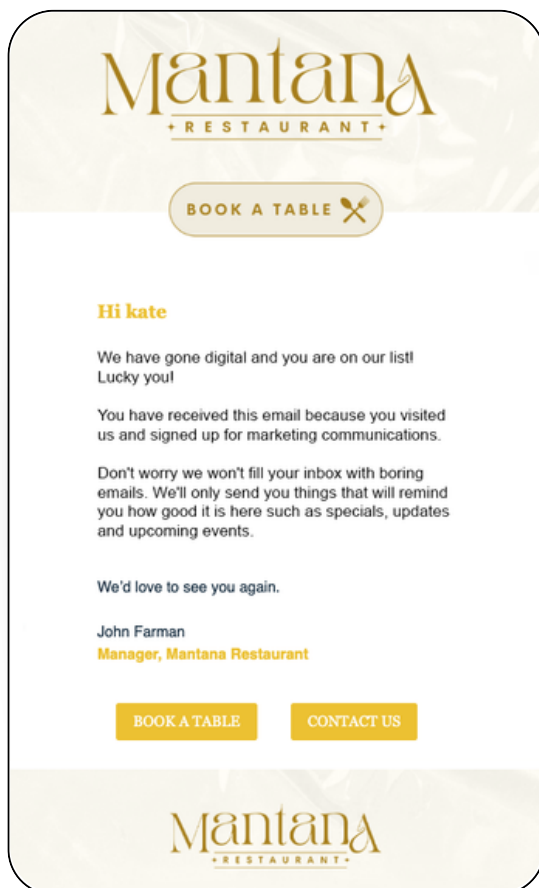
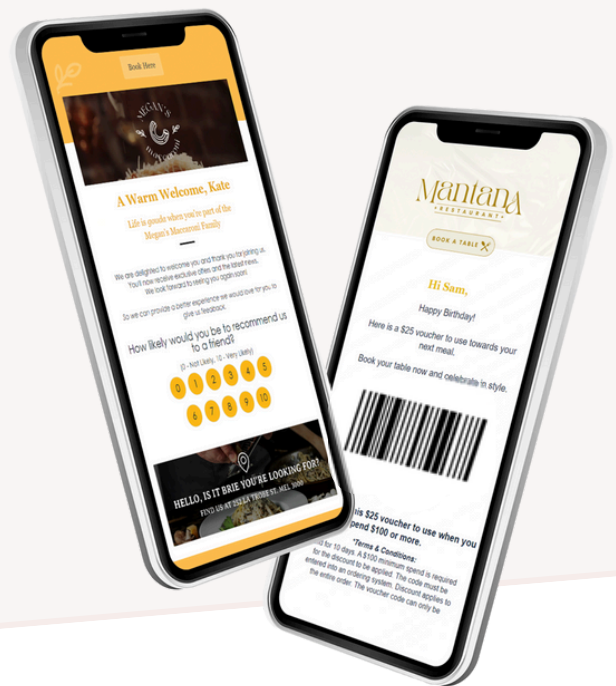
[Support Centre >](#)

[Setting up Redcat Coupons >](#)



Automated Communications

The 'loyalty messages that matter'. The TalkBox Team have analysed thousands of messages to understand the triggers that drive repeat visits and engagement in your loyalty programme. These triggers and messages are set up in your account and ready for you to update and activate to help you get a return on your loyalty investment.



An example of a *Welcome to Program* message

Welcome and Welcome To Program – to welcome new customers or those that haven't engaged with the loyalty program

Revisit – a series of messages designed to turn a first-time customer into a loyal regular

Lost – targeting customers that are trending away

Regular Recapture – targeting regular customers who have stopped ordering

High Points Earner – a regular communication designed to get customers to redeem points

Customer Anniversary – acknowledging your customer's loyalty

Birthday and Milestone Birthday – usually with a birthday coupon to reward your customers

Non-Redeemers – a regular communication designed to get customers more engaged with your loyalty rewards

Catering and Gift Cards – quarterly communications to help drive catering and gift card sales

Customer Feedback – either triggered as part of another message or stand alone, we ask for feedback to help trigger a *Net Promoter Score*

Member Nurture – where you have contacts in a Guest Account, we invite them to join your loyalty program

[See More Example Messages >](#)



NEW

When Redcat issues a loyalty coupon to your member for achieving a loyalty milestone, TalkBox can automatically issue a communication to let them know. We have seen a significant increase in redemptions of loyalty rewards by issuing this communication.

Incentivise your customers with Redcat coupons

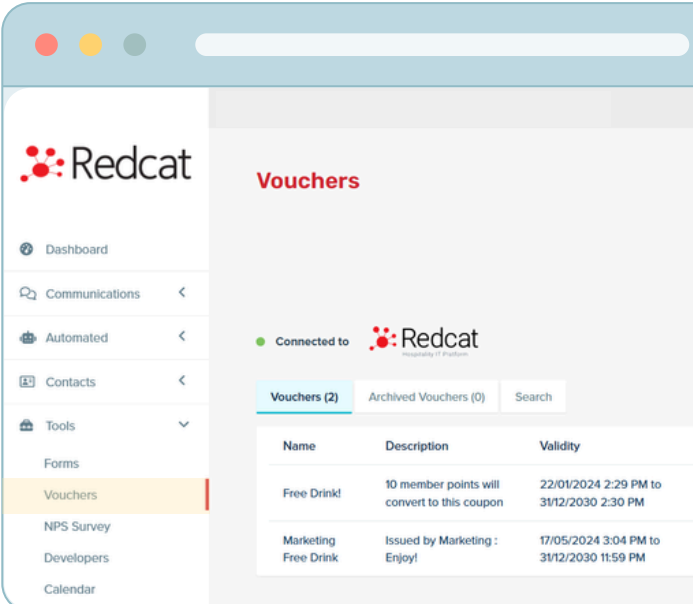
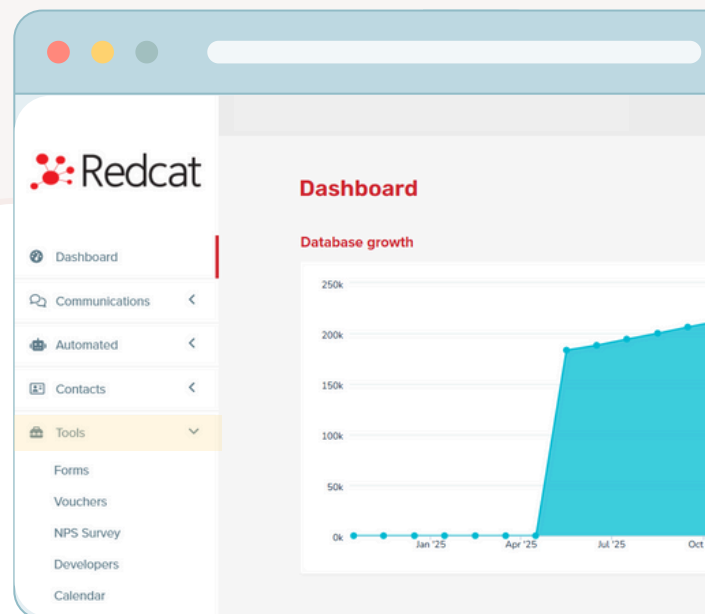
Redcat Coupons are automatically available in your TalkBox account for use in your communications.

To see your connected Redcat Coupons navigate to:

Homepage > Tools > Vouchers

TOP TIP

You can set up a range of voucher messages to drive better redemptions. Create a reminder message, redemption message or even a message if the coupon expires without being used.



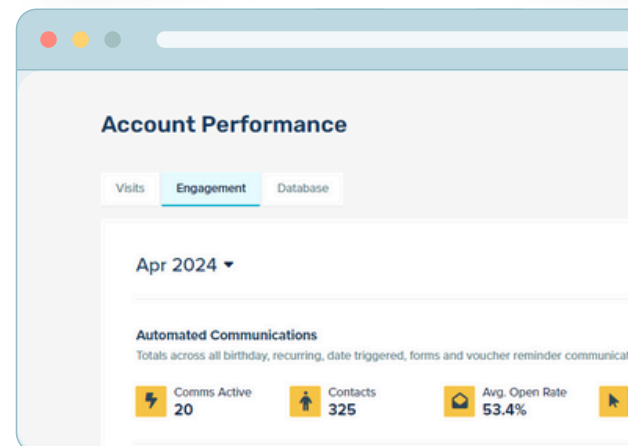
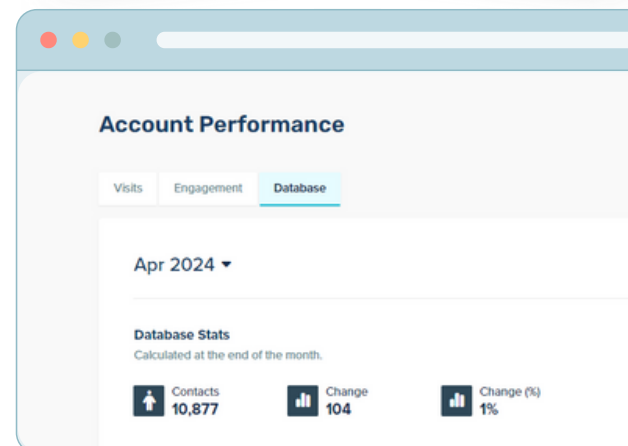
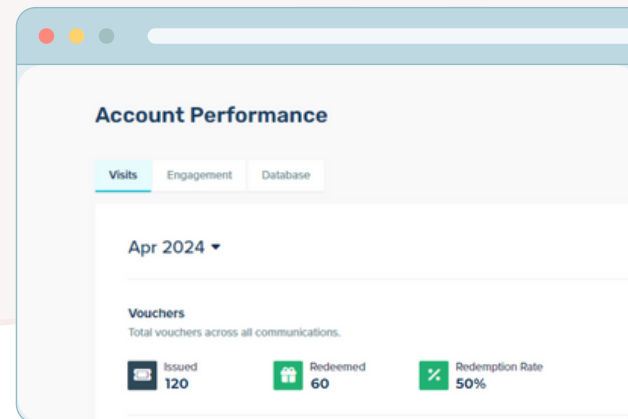
The screenshot shows the Redcat Vouchers page. The sidebar menu is the same as in the dashboard screenshot, with 'Vouchers' highlighted. The main content area is titled 'Vouchers' and shows a 'Connected to' status with the Redcat logo. Below this, there are tabs for 'Vouchers (2)' and 'Archived Vouchers (0)'. A search bar is present. The main table lists the following vouchers:

Name	Description	Validity
Free Drink!	10 member points will convert to this coupon	22/01/2024 2:29 PM to 31/12/2030 2:30 PM
Marketing Free Drink	Issued by Marketing : Enjoy!	17/05/2024 3:04 PM to 31/12/2030 11:59 PM

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



COMING SOON

TalkBox Analytics to help you measure the impact your marketing is having on your loyalty program and business.

For more information:

If you would like assistance using the visits fields and activating automated communications please contact our support team by click below or scanning the QR code:

[Get in touch >](#)

[Support Centre >](#)



AUS

Level 1, 428 Little Bourke Street,
Melbourne 3000

Phone: **03 9827 7790**

Email: **hello@impactdata.com.au**
www.impactdata.com.au

UK OFFICE

Regus Blythe Valley Park,
Central Boulevard, Solihull B90 8AG

Phone: **0121 647 7113**

Email: **hello@impactdata.co.uk**
www.impactdata.co.uk