



IMPACT DATA AND NOW BOOK IT

Partner to deliver *more bookings, more often*

An automated customer retention solution for restaurants



MORE
BOOKINGS



ALL YOUR
CUSTOMERS IN
ONE PLACE



SELL FUNCTIONS
AND GIFT CARDS



TAKE CONTROL OF YOUR CUSTOMER ENGAGEMENT

IMPACT DATA + NOW BOOK IT

Partner to deliver *more bookings, more often*

When Now Book It data is added to our digital marketing application, TalkBox we deliver a fully automated customer engagement and retention solution to drive repeat bookings, function and gift card sales. Plus all of your data is in one place and marketing ready for you to tell your story.



**MORE
BOOKINGS**



**ALL YOUR
CUSTOMERS IN
ONE PLACE**



**SELL FUNCTIONS
AND GIFT CARDS**

How it works



WE GATHER YOUR AUDIENCE IN ONE PLACE

Thank customers for visiting and gauging the first impression. This communication is sent 1 day after a customer's first visit date and includes a Net Promoter Score survey (NPS) to measure customer satisfaction.



ANALYSE AND UNDERSTAND YOUR CUSTOMERS

Gain insights into your customer behaviour as we transform customer visitation and spend data in TalkBox. Your data is marketing ready, everyday



TRIGGER AUTOMATED COMMUNICATIONS

Automatically send an email or SMS based on a visit, spend level or anything else we know about your customer



ENGAGE WITH YOUR AUDIENCE

With all your customers in one place, you can send an email or SMS your customers will love reading with our digital marketing application TalkBox



GROW YOUR LOYALTY MEMBER BASE

When paired with a loyalty membership account your Now Book It connected TalkBox can identify members from your booking data and remove them to leave you an audience of guests to nurture to membership



MEASURE SUCCESS

View detailed Account Performance statistics, communication engagement, voucher redemptions and customer satisfaction with Net Promoter Score (NPS).



The Automated Communications that drive more bookings more often



WELCOME AND ONBOARD NEW CUSTOMERS

Introduce new customers to your business and welcome them back. Send a welcome message the day after a customer visits you for the first time



GET FEEDBACK

Send an NPS survey to your customers after they visit you. 'Promoters' are invited to share their feedback and review sites while 'detractors' details can be sent to management to follow up



RECOVER LOST CUSTOMERS

Our AI engine knows when a customer is lost and we automatically entice them back with a targeted communication



SELL MORE FUNCTIONS, CATERING AND GIFT CARDS

Drive additional revenue streams with a scheduled regular reminder



INCREASE SPEND PER HEAD

Encourage your customers to reach visit milestones and reward them when they do

Experience it
for yourself 

Check out our Customer
Experience Journey article

[READ MORE HERE >](#)





3500 CONTACTS >> 9000+ CONTACTS

A glimpse into our success story:

When a group of high profile Victorian hotels added Now Book It data to their TalkBox accounts they immediately increased their contactable database 3 fold from around 3500 contacts to over 9000 additional contacts giving them more opportunities to drive bookings, identify potential loyalty members and sell functions and gift cards.



We have seen a **significant increase** in lucrative function enquiries and bookings since activating the automated birthday, milestone birthday and function space awareness messages in our *Talkbox* accounts.



- NICK FLAOUNAS

HARVIE, GLORIA'S AND OLYMPIA - VICTORIA



The power of a *Now Book It* and *Impact Data* partnership is more than just two Australian hospo-tech businesses helping venues.

Venues being able to own and access their customer data is more important than ever to **drive repeat business, simplify communications** and to most importantly **boost revenue**.

Now Book It holds the highest opt-in rate of any reservation platform, so makes for the perfect integration with an equally powerful CRM to manage the customer data.

With our platforms combined the data is marketing-ready with a series of automated messages for special events or creating set-and-forget campaigns. *Here's to taking control of your data.*



- ADAM HART

SALES MANAGER VICTORIA, SOUTH AUSTRALIA,
TASMANIA & NEW ZEALAND

How Salmon and Bear made an extra \$135,470 with TalkBox and Now Book It

Sydney restaurant Salmon & Bear made an extra \$135,470 when they added Now Book It data to their TalkBox account and used a series of incentives to grow bookings.



\$ 135,470.16

Total net rev in AUD



\$47,414.56

Total Gross Profit @ 35%



\$ 7,526.12

Total net rev p/m

Connecting Now Book It to their TalkBox account gave Salmon and Bear visibility of their customer's visitation behaviour, such as first and last visit date. In TalkBox, they set up a series of two communications to target customers who haven't been back since their last visit.

Read the case study here

[READ THE CASE STUDY >](#)





Contact us at
hello@impactdata.com.au

[Get in touch](#)

[Visit our website](#)