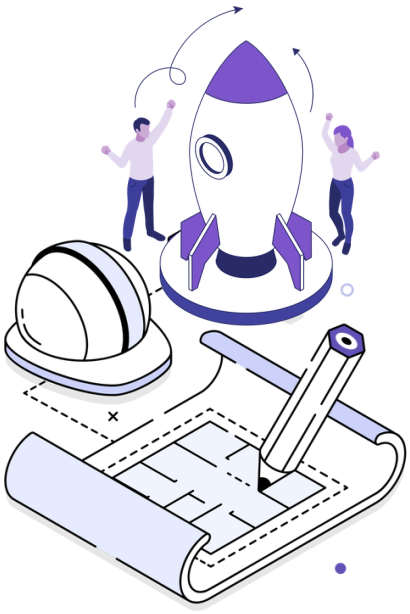
OOLIO engage

A blueprint to take your loyalty program from *launch* to *leverage*.

OOLIO Engage Case Study

Over 70% of members have gone digital at Macksville Hotel and customers who have gone digital at Cocobrew have an increase of 7x on median visits.

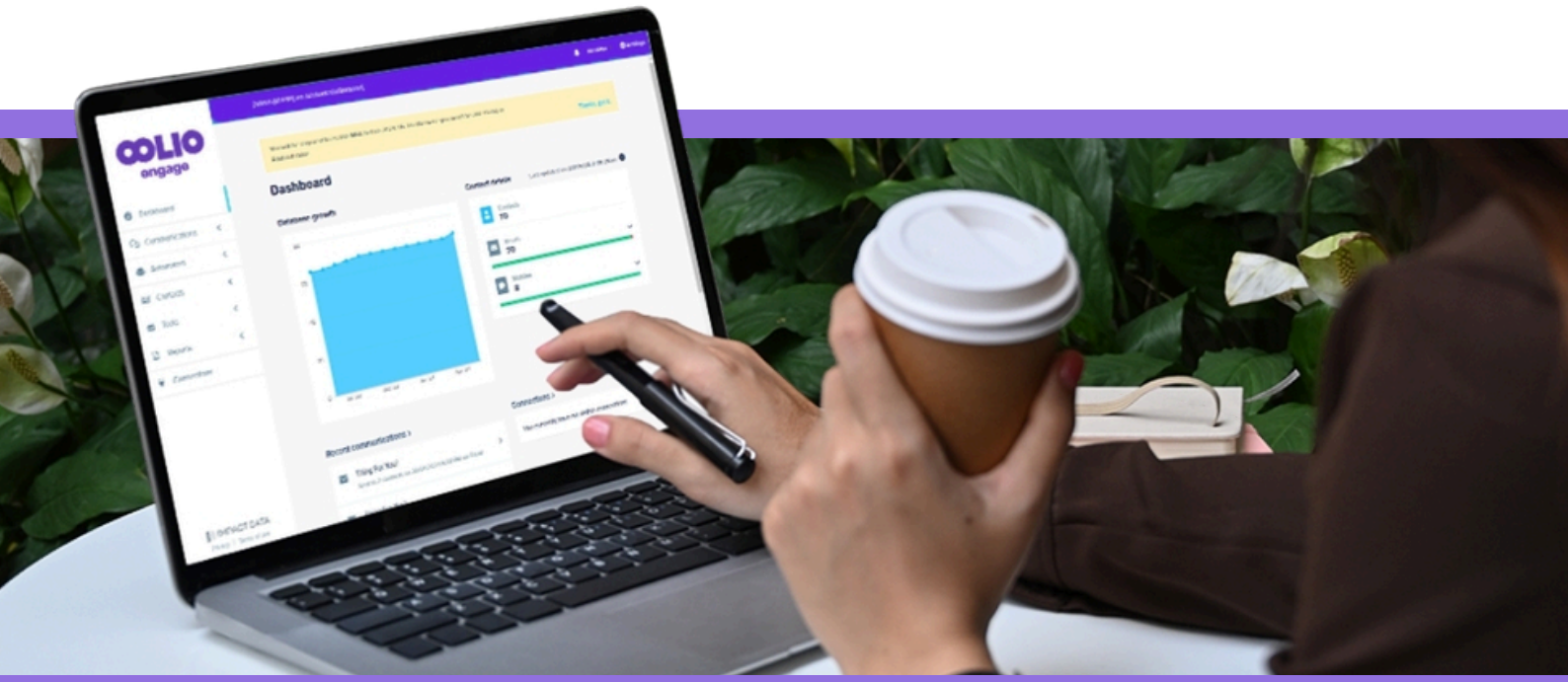


A blueprint to take your loyalty program from *launch* to *leverage*.

Over 70% of members have gone digital at Macksville Hotel and customers who have gone digital at Cocobrew have an **increase of 7x** on median visits.

OOLIO engage

A complete loyalty program for your business, from simple, friction-free signup to ongoing, our set-and-forget solution will assist your business from launch to leverage to realise your loyalty program goals.



A blueprint for a successful loyalty program launch for Macksville Hotel

Macksville Hotel, halfway between Sydney and Brisbane, is not just a pit stop on the picturesque Nambucca River; it's a home away from home for locals. Known for its great meals and friendly vibe, they were keen to develop a loyalty offering that would make locals feel special every visit.

Macksville moved to OOLIO to access all of the industry-leading POS features and the opportunity to take advantage of the newly launched OOLIO Engage program.



The Macksville Hotel Loyalty Program Design

- **OOLIO Point of Sale** Version 9
- **OOLIO Loyalty software** with customer promotions and transaction history
- **OOLIO Loyalty hardware** 2D scanners for scanning loyalty wallet cards and coupons
- **Easy sign-up** for a digital membership card
- **Member pricing** with every drink purchase
- **Automated communications** to drive repeat visits with a free drink voucher included

The Launch

- Communications sent via email and SMS to the existing database from Impact Data's digital marketing platform, TalkBox
- Promoted the loyalty program in the venue with the Signup QR code displayed
- Engaged the staff to talk about the program with customers
- Sent a welcome email or SMS to all customers with a free drink for their next visit
- Followed up with revisit messages to customers who didn't return promptly, and lost messages for those who were trending away
- We asked customers how likely they would they would be to recommend Macksville Hotel to a friend to calculate their Net Promoter Score

The results in the first 4 months:

70%

of all members downloaded the Digital Loyalty Card

14%

of lost customers have returned with a free drink offer

Open rate over

50%

in automated messages

- The database has nearly doubled, and over 70% of all members have downloaded the Digital Loyalty Card
- 14% of lost customers have returned with an offer of a free drink
- The average transaction value has increased by over $3 per visit
- The automated messages sent to engage customers and get lost customers returning have an open rate over 50%, well above the industry average
- An average of 8% of all vouchers redeemed
- An increase of 7% in the number of loyalty customers visiting each month, which increased sales by over $14k in a single month
- A Net Promoter Score of 80 (from a possible -100 to +100 range), which is well above the hospitality average of 32

The Learnings



The flexibility of OOLIO Engage allowed Macksville to design the program that was right for them. With member pricing, the right metric to get the attention of locals and keep them visiting, a simple online signup and follow-up communications to keep customers engaged when they weren't on premise, the results speak for themselves.

Testimonial

Manager of Macksville Hotel, Karl, Talks about OOLIO Engage

We wanted to **take the friction out of signing up** for our members and ensure our staff didn't have to hold up queues entering card details or doing lookups to add customers to a transaction. New members sign up quickly and easily using the QR code displayed around the hotel. Members can save their digital loyalty card to their Apple or Google wallet so they never miss out on their benefits, and they can even scan themselves while their order is being processed.

This has been well received by members and staff alike. However, the real game changer has been that we can now communicate with members when they aren't visiting and get them to come back. The **automated messages do the heavy lifting**, so we don't need to try and figure out if a customer has gone missing. Impact Data's TalkBox does it for us. Plus, we have the added benefit of easily sending emails and SMS messages about upcoming events, menu changes and specials. We can even add a voucher simply to our messages for great attention and impact.

Launching a loyalty program can be daunting, but the team behind OOLIO Engage and our reseller Mat Fens from Pos Bus made it easy for us. All we had to do was approve the artwork and test the vouchers!





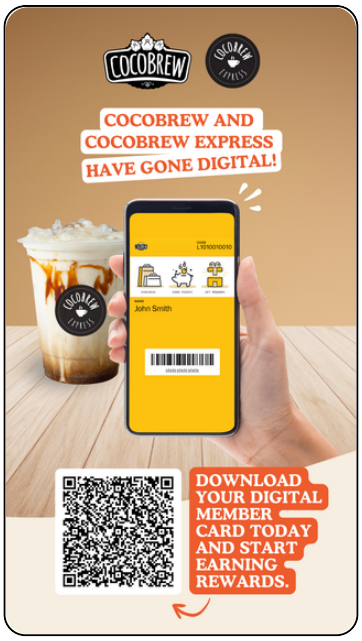


How OOLIO Engage helped leverage the value of an existing loyalty program for Cocobrew

Cocobrew and Cocobrew Express have been helping the Rockhampton locals eat, drink and laugh since 2019. Now boasting a drive-thru cafe, Cocobrew Express in Yeppoon and Rockhampton, their coffee is as renowned as their hospitality. With a high percentage of customers visiting more than one location, their loyalty program had grown in size and importance to the business. However, it was based on a physical card that customers often forgot, which meant staff had to search for them, which held up the drive-thru. Over time, the team at Cocobrew suspected that some of their customers had stopped visiting and weren't engaging with the loyalty program.

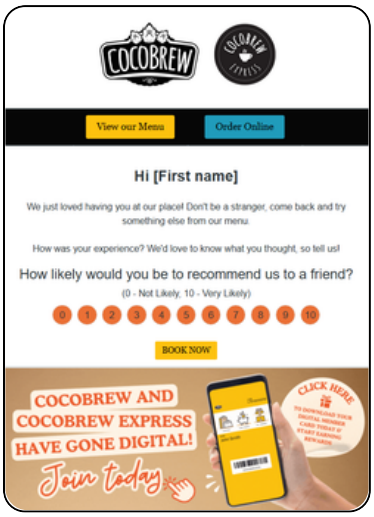
The Cocobrew team was happy to be the foundation client for OOLIO Engage to learn more about how to leverage their substantial loyalty database.

The Cocobrew Loyalty Program Design



- **OOLIO Point of Sale** Version 9
- **OOLIO Loyalty software** with customer promotions and transaction history
- **OOLIO Loyalty hardware** - customer displays for promotions and customer information and 2D scanners for scanning loyalty wallet cards
- **Swapped a physical card for easy sign-up** for a digital membership card
- **Loyalty points** with purchases for redemption and multi-buy deals
- **Automated communications** to drive repeat visits using OOLIO vouchers

How we leveraged their existing loyalty database



- We communicated via email and SMS that Cocobrew had gone digital
- We targeted different segments of customers - those that were visiting regularly, those that hadn't been in a while, lost customers and those that had never participated in the loyalty program
- Ongoing automated communications have been set up to welcome new members, get a second visit, and get lost customers back
- Recurring communications are sent regularly to promote Cocobrew Gift Cards which are a valuable revenue source for the group

The Results

7x

increase on the median visit rate

- Customers who download the Cocobrew Digital Loyalty Card have a **7x increase on the median visit rate**
- 67 customers that had never engaged with the loyalty program have now downloaded the digital member card and clocked up **over 560 visits** with an average spend of $35. That's **$19,600 in additional revenue** in 6 months
- A retargeting campaign to customers that hadn't visited or downloaded generated $985 in sales on the same day
- Gift Card sales have **increased by over 60%**

The Learning

Loyalty programs need to exist beyond the four walls of your premises. Although Cocobrew had amassed a large database of over 5,000 customers, they didn't have a good handle on who had stopped visiting, whether new members were engaging with the program and whether customers felt the same experience across their outlets. Adding a digital loyalty card and automated communications has added a whole new dimension to their program and driven further value for the business.

Testimonial

Business owner, Robin Adams, reflects on upgrading to OOLIO Engage

We have been OOLIO customers for a number of years through Adam at Sharp Bundaberg. When we heard about OOLIO Engage we were keen. Over the years we have spent plenty on supplying customers with plastic cards and it was time to have a **more cost effective** and **sustainable option** which had the added bonus of speeding up service.

What we were also thrilled with was the ability to **reconnect with customers who weren't engaging** with the loyalty programme or had stopped visiting. Working with Impact Data to launch the card gave us a great opportunity to really understand the value of our loyalty programme and start to get a clearer picture of the revenue it drives for our business.

Moving to the digital loyalty card and automated communications has meant that we know we are realising the **full value** of all the work our team have put in to build a large database. Now we can easily market to them about other elements of our business and we are excited about the impact that will have.







About OOLIO Engage



OOLIO Engage is powered by a partnership between OOLIO and Impact Data to support customers **from launch to leveraging** their loyalty program.

From cafes to pubs, bakeries to local retailers, OOLIO is the chosen point of sale of thousands of businesses across Australia and New Zealand. Customer engagement and retention specialists, Impact Data, were the natural partner to help OOLIO customers create more value from their loyalty program.



OOLIO engage

Ready to get started?

Contact help@oolio.com.au