



CASE STUDY

BECKETTS FARM

Getting the 2nd visit out of 1st timers



Award-winning Becketts Farm situated at the heart of the Wythall community, boasts a cookery school, farm shop, coffee shop and a restaurant specialising in traditional home-style English cooking.

Capturing data from their booking platform Resdiary, and guest Wifi partner; Fydelia, and integrating it with TalkBox saw their database grow exponentially. The newly acquired contacts gave Becketts Farm a larger audience to communicate with.

Becketts Farm, has successfully bucked the trend crippling hospitality businesses across the country, proving that even a disgruntled customer will give you a second chance when wooed the right way. A large venue, with busy staff, meant managing a CRM was previously time-consuming and costly. With Impact Data assisting in setting up a range of communications that are automatically sent out to customers, to influence behaviour and get more return visits, has raised an additional £6,000 in revenue over a 6-month period.

Using TalkBox, Becketts Farm is able to automatically send every customer a follow-up message after visiting the venue. This not only provides valuable operational insights, but also allows for managing feedback; both good and bad. Unsatisfied customers are enticed back with the offer of a discount or free product in the form of a voucher issued from TalkBox. Remarkably, 21% of Becketts Farm visitors who gave a low NPS (net promoter score) returned for a 2nd visit to redeem their voucher.

Even getting happy customers back in the venue can sometimes be difficult. Using the data from their booking and guest wifi, Becketts Farm is able to see if a customer has not returned since their initial visit. A communication is then automatically triggered if they haven't been back for 4 weeks, and then reminded again at 8 weeks. These clever, targeted communications often include vouchers or promotions to further encourage customers to return. Becketts Farm has estimated each voucher redemption to be valued at £35, generating revenue from customers that would have otherwise not have visited the venue.

Here is what Hannah, Marketing Manager for Becketts farm had to say:

“ The automated communications have been incredible, so easy to set up and it's awesome to know that my customers are receiving the right message at the right time without me lifting a finger. It's driven over £6,000 worth of revenue during the last six months from just £600 investment.

How Becketts farm got the 2nd booking, automatically.

- Follow up NPS email
- 4 week missed visit, with low-value voucher
- 8 week missed visit, with higher value voucher
- Birthday communication with voucher

Impact Data uses data from your booking engine and guest WiFi to create clever, data-driven, automated marketing campaigns. We do the hard work for you, sending targeted promotions by email or SMS to bring more customers through the door, convert infrequent customers into loyal ones and maximise spending at each visit.

