



WHITEPAPER

What TalkBox does for your 5Loyalty account

Hands-free marketing meets loyalty





Did you know
up to 65%
of customers
don't return?



5Loyalty and Impact Data have come together to change this for your business.

Every successful loyalty program needs a smart communications strategy to entice, remind and nudge customers back to your checkout.

That is why TalkBox connects to your 5Loyalty account; to analyse your customer's behaviour using Machine Learning and calculate when is the best time to send the perfect Email or SMS to your customers, automatically.

TalkBox is full Email and SMS marketing automation for your business. A bit like a tech-savvy marketing manager working 24/7 for a fraction of the cost.

TalkBox also has a voucher integration with 5Loyalty, which means customers can redeem 5Loyalty offers received via TalkBox Email / SMS campaigns at the checkout.

The Impact Data team will build the templates, write the copy, and then configure each campaign in your account.

A full retention programme integrated and automated.

All you need to do is agree to some offers and send us your logo.

What else can TalkBox automate for you?



Driving second and third visits from new customers

Our research shows roughly 65% of reservation (and 50% of online ordering) data is made up of customers who have only ever made a single reservation or order – this is an opportunity to unlock missing revenue

.....



Points balance reminders

Remind customers when they're close to a reward or perk and encourage them to make a visit

.....



Tier-based reminders

Remind customers when they're close to the next tier or have entered a new tier

.....



Shifting demand

Move some of the overflows on your busiest days to your least busy days

.....



Welcoming and onboarding with NPS feedback surveys

Promoters are invited to share their experiences on review sites. Detractor details can be sent to management to follow up

.....



Retention marketing

TalkBox tracks customers who might trend away from the business (by going beyond their Expected Next Visit) and will automatically reach out to them with an offer to entice them back

.....



Increasing bookings on special occasions

Drive more special occasion bookings, such as birthdays and landmark birthdays (21st, 40th etc.), with well-crafted set-up emails that get customers in the door talking about their special event

.....



Non-member lead nurturing

We connect to other data sources like Guest Wifi and landing pages etc. and nurture non-members to your loyalty program... all automatically!

“

Check out what our clients had to say about *Talkbox*



••• CLIENT TESTIMONIAL



Hannah

MARKETING MANAGER, BECKETTS FARM

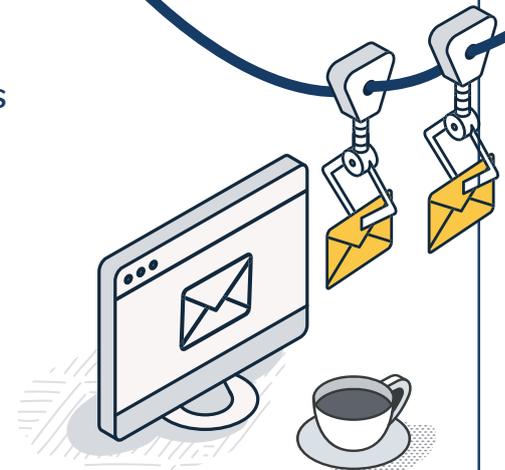
“The automated communications have been incredible. The team at Impact Data set them up for me, and it’s awesome to know that my customers are receiving the right message at the right time without me lifting a finger. It’s driven over **£6000** in sales revenue during the last 6 months from just **£587** investment.”

••• CLIENT TESTIMONIAL

Grace Taylor

GROUP SALES AND MARKETING MANAGER, ELITE PUBS

£18,200 sales revenue from just two emails, generating **224** table bookings in January and February 2021 - a fantastic result. We looked at a number of marketing platforms and settled on TalkBox due to its clever automation and excellent support from its team. They genuinely care about our business as much as we do and go the extra mile to ensure their platform is driving revenue for us.





For more info about marketing get in touch. See contact details below.

[Get in touch](#)

[Visit our website](#)



AUS

Level 1, 428 Little Bourke Street,
Melbourne 3000
Phone: **03 9827 7790**
Email: hello@impactdata.com.au
www.impactdata.com.au

UK

Regus Blythe Valley Park,
Central Boulevard, Solihull B90 8AG
Phone: **0121 647 7113**
Email: hello@impactdata.co.uk
www.impactdata.co.uk