IMPACT DATA

Redcat
The Hospitality IT Platform

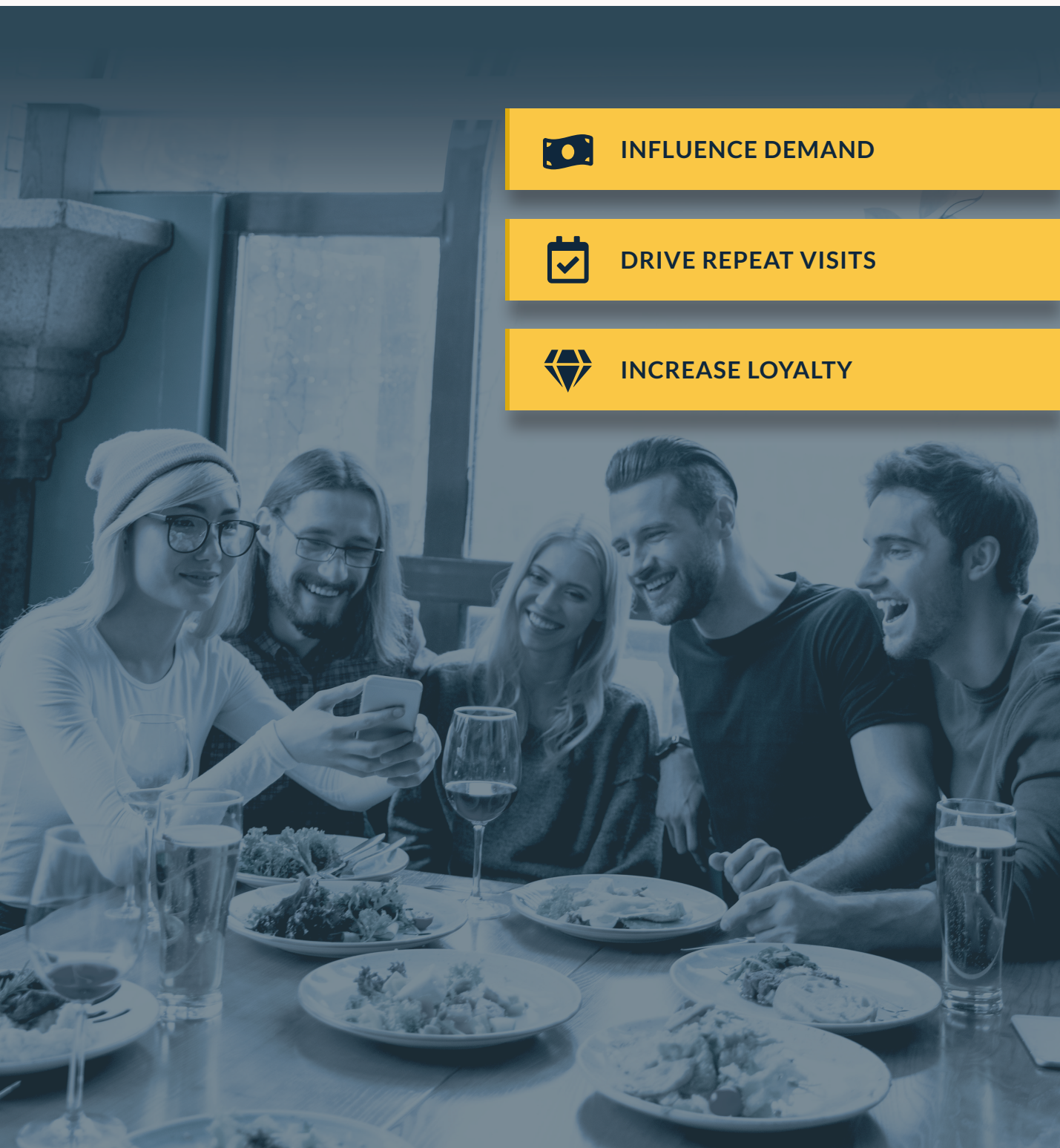# More visits, more often.

Your experts in multi-site loyalty.

INFLUENCE DEMAND

DRIVE REPEAT VISITS

INCREASE LOYALTY

Redcat's sophisticated POS and loyalty, combined with Impact Data's automated customer retention solution connects you with your customers to get more visits, more often.

We help you leverage your loyalty program by:

Gathering your audience in one place
We collect your customer, transactional and visitation data from your business systems such as **Redcat POS**, Guest WiFi and online ordering.

Analysing and understanding your customers
Gain insights into your customer behaviour as we transform customer visitation and spend data into TalkBox. Giving you the tools to target a specific customer or segment an audience.

Triggering automated communications
Automatically send an email or SMS based on a visit, points level or anything else we know about your customer.

Engaging 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.

Measuring success
View detailed reporting for communication engagement, voucher redemptions and customer satisfaction with Net Promoter Score (NPS).

Our automated customer retention solution delivers more bookings for your business without you having to lift a finger.

Influence demand by sending Redcat coupons with TalkBox.

Issue, redeem and track Redcat coupons when you connect your TalkBox account to Redcat Polygon Central. Coupons are read live and issued when you send the communication so that you can use the sophisticated filtering and tagging features of TalkBox to target customers when they need it most.

Our series of clever one-to-one automated communications work to:

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

Reward customer loyalty
Encourage customers to reach visit milestones and reward them when they do.

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

Retain and recover lost customers
TalkBox will watch out for customers who appear to be trending away. Automatically entice customers back who have been absent for a significant period with a communication targeted just to them.

Send regular reminders
Promote catering and sell more gift vouchers all year round with recurring automated communications.

TalkBox can also send important customer information such as new menus, opening hours and daily specials.

Plus so much more.

Experience it for yourself!

Scan the QR code and join us on a customer journey.

Ready to start getting more visits, more often?
Get in touch to organise a demo.

Get in touch **Visit our website**

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