

More visits, more often.

Automated customer retention solution for businesses.



INFLUENCE DEMAND



DRIVE REPEAT VISITS



INCREASE LOYALTY



Mr Yum's QR code mobile ordering platform combined with Impact Data's automated customer retention solution connects you with your customers to get more repeat visits and drive sales.

How it works



Gather your audience in one place

We collect your customer and transaction data from Mr Yum and other systems in your business such as your reservation partner, Guest WiFi and POS.



Analyse and understand 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.



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.



Measure 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.



Did you know up to 80% of your customers may never return?

We can help you change that stat.



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.

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 lost customers back after a significant period of absence with a communication targeted just to them.

Send regular reminders

Promote event spaces to boost lucrative function bookings and sell more gift vouchers all year round with recurring automated communications.

Reward customer loyalty

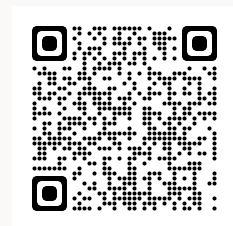
Encourage customers to reach visit milestones and reward them when they do.

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 get more orders, more often?

Get in touch to organise a demo:

Impact Data
impactdata.com.au
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Mr Yum
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