

Case Study on Becketts Farm

Getting the 2nd visit
out of 1st timers





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Award-winning Becketts Farm situated at the heart of the Wythall community, boasts with 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 cumbersome, time-consuming and costly. With Impact Data assisting in setting up a range of Emails and SMSs

that are automatically sent to the right customer at the right time aimed to get more visits, more often, 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. Satisfied customers are asked to leave a Google Business Review to help SEO ranking. Unsatisfied customers are enticed back with an 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 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 targeted Emails and SMSs 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 a just £600 investment.



Hannah from Becketts Farm
Marketing Manager



How Becketts Farm got the 2nd booking, automatically:



Follow up NPS email



4 weeks missed visit, with low-value voucher



8 weeks missed visit, with higher value voucher



Birthday communication with voucher



**Did you know up to 80% of your guests don't
come back for a second visit.
We can change that.**

Impact Data uses data from your booking engine and guest WiFi to create data-driven, hands-free marketing campaigns.

We do the hard work for you, sending targeted promotions by Email and SMS to bring more customers through the door, convert infrequent customers into loyal ones and maximise spending at each visit.



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