SERVICE BRIEF

S.M.A.R.T. INSIGHTS = Proven Results

Australian Licenced Clubs & Gaming Venues

Leverage your data to improve CRM effectiveness & marketing agility.

BULLSEYECX
GROW WITH CUSTOMER INTELLIGENCE

Customer Relationship Management (CRM)

Faced with more intense competition than ever before from various other forms of entertainment and leisure activities, Clubs need to become more competitive by providing both existing as well as prospective with a compelling level of engagement. Active on-going communications, that are relevant and personalised to the recipients, complimented with equally matched service offerings at the venue are a key method for achieving this.

Clubs often have a wealth of data, that captures several detailed aspects about their members and guests. However, stitching the data together to arrive at a meaningful form of visitor segmentation based on certain homogeneous characteristics can be very difficult. Vast amounts of data can become overwhelming and critical details can be lost during processing.

BULLSEYE CX's (BCX) S.M.A.R.T. and proven INSIGHTS can help your Club capitalise on the true potential of your data.

S.M.A.R.T. INSIGHTS

A key aspect of INSIGHTS is to model and monitor the behaviour of members. BCX keeps track of various aspects, including visitation, spend per visit and various other key metrics. BCX's S.M.A.R.T. INSIGHTS is a unique service that converts your member data into actions. Working closely with your marketing team, BCX's advisors use these insights to help craft various communication strategies which extend the lifetime value of your members.

Using the S.M.A.R.T. approach, we ensure that key KPIs are identified, actioned and measured to provide you with a clear improvement in your Customer Relationship Management initiatives and ultimately on your marketing ROI. BCX leverages S.M.A.R.T. as follows:

Specific goals are identified and KPIs assigned.
Measurable attributes are identified, status quo gauged.
Action oriented and realistic outcomes are specified.
Realistic outcomes are based on available resources.
Timely implementation and turnarounds for agility.

Using this approach, BCX is able to provide your Club with advanced segmentation and member groupings based on various homogeneous characteristics, that help design compelling communications, offers and service delivery.

Rapid Implementation

Having the ability to implement strategies, monitor and change them as required in a fast and efficient manner is critical to developing and maintain a competitive advantage. This is made possible in part due to our INSIGHTS foundation blocks that we have developed over time.

These blocks consist of pre-designed process modules, techniques and technologies. They can be built upon to provide your Club with tailor-made solutions that meet the unique requirements of your business. They allow for a layer of customisation and enable rapid implementation, as well as quick, result-oriented turnarounds.

This technique also accommodates changes in strategies and goals as business needs evolve over time.

Proven Results

Using our Foundation Blocks and S.M.A.R.T. processes, we have been able to provide our clients with meaningful results. Some of our campaign results include *increased visitation* of targeted members by up to *15%* and *increasing the spend per visit* of targeted members by up to *20%*. Both results have been proven to be sustainable over a 3 to 6-month period. Another major result being *member retention* (membership renewal) which was *increased by 4%*.

BCX offers flexible service plans to help your Club improve member relations and sustained revenue growth through enhanced member life-time value. For more information on how BCX can help your Club contact us via the details below.

For More Information

Contact our experts now:

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