

## Case study: Customer engagement & incentives system for the Moorebank Hotel

### Business challenge

With no data or feedback from their patrons (other than anecdotal information), the Moorebank Hotel didn't really know 'who' their patrons were. This made it difficult to develop effective marketing or improve their business and increase revenue by delivering more of what their patrons really want in a venue.

### Objectives

- Collect rich customer data that will enable the hotel to improve its services, entertainment and offerings.
- Deliver relevant, timely, effective and measurable promotions.
- Increase patronage during off-peak periods.
- Increase customer loyalty and referrals.

### Solution

Engaged Venue developed a unique customer engagement and incentives system for the hotel, whereby customers can sign up to their own personalised website and be rewarded for providing feedback, personal information and friend referrals.

Through this personalised communication channel, the hotel can collect rich information from their customers to hone their business, such as their favourite foods, beverages, entertainment, sport and music. Using this information, the hotel can also push more relevant and timely offers, promotions and invitations to their customers.

Local businesses and suppliers can also pay to advertise on the site, providing an additional revenue stream.

### Process

1. Patrons are incentivised to join the program by simply entering their name and email address on a sign-up page.
2. Patrons receive an email to complete the sign-up process by accessing their personalised website, entering their



personal information and completing a questionnaire to receive a discount voucher.

3. Patrons can print or present their vouchers on their smartphone to redeem their offers.
4. Patrons receive email notifications when new questionnaires or offers are posted on their site. They are rewarded with relevant vouchers whenever they complete questionnaires, refer friends or on special occasions (like their birthday). The hotel can also push offers out to patrons to stimulate business during off peak periods.
5. The hotel receives regular reports detailing new members, website hits, voucher redemption and referrals.

### Results

- 2068 patrons signed up to the program in 12 months.
- Over 4000 unique visits are recorded each month to personalised sites.
- Over 900 vouchers were redeemed in 1 month.
- 7285 vouchers were redeemed in 12 months.
- Gross revenue in the restaurant increased 50% over 12 months.
- Incremental increases in revenue were reported for gaming and drinks.

"The automated system has brought accountability and measurability to our workings within the venue. Our customer database is growing every day, and is allowing us to learn more about our patrons than was ever possible before."

Matthew Lopez, Operations Manager, DeAngelis Hotels and investments

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