



Hospitality

Sales with a smile.

Industry Problem

Currently most restaurants have a very unsophisticated way of collecting contact data relating to their customers. That is unless you consider a fishbowl full of business cards a sophisticated method.

The marketing department often manages their own database for marketing promotional purposes, but the individual restaurant manager is left to build his or her own database and market locally.

Sometimes customer satisfaction surveys are used to measure the mood of the customer, but they are often anonymous, and do nothing to help identify and distinguish the regular loyal high-value customers from the once-in-a-blue moon type low-value customers.

The itracMEDIA Solution

Here's how itracMEDIA can be used to solve many of these industry customer-management and marketing challenges:

itracEMS can act as a repository for all the customer contact data across the company. Data can be segmented and managed at the individual restaurant

level, but also accessed and shared at the brand-marketing level. The database can be easily sliced, diced and analysed via itracEMS's cutting-edge segmentation algorithms and analytic tools.

itracEMS can be used at the corporate brand or individual restaurant level for all email marketing initiatives, tracking responses to marketing campaigns, web site visits, as well as direct-mail campaigns and promotions via personalized urls and promo codes.

Auto-response triggers can be set up via itracEMS to send individual personalized Happy Birthday greetings, seasonal reminders for corporate function planners, and to drive incremental in-store revenue.

The itracMEDIA data team can manage all aspects of the collection and data input at the brand or store level. Our team will set you up with a highly effective in-store program to ensure you are doing everything possible to capture your valuable customer's data and that they are being segmented into a usable format.

itracMEDIA's solution for the hospitality industry is a turn-key, easy-to-implement

program — guaranteed to help stores drive increased revenue in good times and bad.