23 RESTAURANT SERVICES FINDS A TRUE PARTNER IN GOZONE

SUMMARY

23 Restaurant Services is a hospitality-focused restaurant company. Strategic, smart, and always innovating, they identified a need for increased market data and customer engagement. The team saw Smart WiFi as an opportunity for smart growth. Keeping customer experience, data, and loyalty top of mind, their strategy team approached GoZone to help them create a WiFi marketing strategy.

Gabriel and his team were looking for the ability to collect and aggregate customer data from their 5 brands across 16 restaurant locations, with plans to open a dozen new locations in the next 12 months. GoZone delivered a solution with cross-location marketing, actionable insights, social integration, and much more.

> " The versatility of this program enables us to use different approaches and features for different brands. "
>
> *Jeff Gabriel*
> *VP of Strategy*
> *23 Restaurant Services*

27,218
Customer Profiles Created

68,209
Website Impressions

> " To our surprise, the data collected within the first 3 months of on-boarding a single location provided enough results to identify that the store traffic patterns were significantly different than our other locations. "

PARTNERSHIP GOALS

- Promote new brand concepts, events and daily specials

- Analyze new market opportunities

- Create loyalty programs to incentivize local guests

13,697
Loyal Return Customers

THE CHALLENGE

23 Restaurant Services wanted to implement a branding and data collection system using existing Cisco Meraki hardware. Each of the five restaurant brands has a unique target audience, which demands a sophisticated system that can leverage analytics and reporting to effectively segment data and take appropriate marketing actions.

Additionally, an integration with the existing point of sale system was critical in order to aggregate customer data into one centralized database.

RESULTS

After six months of partnership, the restaurant group has already seen an increase in revenue and enhanced customer understanding. 23 Restaurant Services Vice President of Strategy Jeff Gabriel saw a significant increase in customer profiles added into their company database. Each month, GoZone's platform aggregates over 5,200 new email addresses into their database, and that number continues to increase.

> "The data collected with GoZone allowed us to identify an unexpected pattern in our new location. Analyzing that data led to an operational adjustment which resulted in an increase in revenue."

Most notably, 23 Restaurant Services has found a true business partner in GoZone. The teams have worked together to identify strategic goals and execute on a plan to improve the customer experience, drive brand recognition and create new marketing opportunities.

LOOKING FORWARD

23 Restaurant Services is currently strategizing a customer rewards program for Yeoman's, which will be powered by GoZone's platforms. Tara Matheny, Vice President of Brand Development is looking forward to the opportunity to treat the WiFi marketing platform like a loyalty program.

"We can leverage the triggered marketing automations in GoZone's products to incentivize our loyal customers, and keep them coming back for more," Matheny said of the program.

GoZone continues to build on the strong partnership to help 23 Restaurant Services meet their aggressive growth and revenue goals. With innovation and smart marketing top of mind, the future looks bright.

"We are enthusiastic about working with GoZone further and using the program in a variety of ways."

Are you ready to unlock the power of Smart WiFi?

SCHEDULE A DEMO