

the office bar

..has a "Secret Weapon" - Zaptext



The Challenge

The Office Bar is the premier night spot for professional people in Slough. Ian Mitchener, Club Owner, needed a system to cost-effectively manage the memberships, from capture, through to tactical marketing.

Ian remarks "Essentially, Zaptext IS our system. It handles everything from initial web-application, through membership confirmations, and tactical campaigns to bring people through the door"

"Everything is totally personalised, and in keeping with our relationship building philosophy, and our professional clientele"

"Being web-based, I can use the system from anywhere, to track memberships, and send outbound messages. I can even plan a batch of messages days in advance, to go out at exactly the right time on a Friday night"

"Zaptext really is our CRM secret weapon"

1 – Applicant Registers on "Office Bar" Branded Zapcapture Screen

- ✓ Zapcapture screen is part of the Office Bar web-site
- ✓ Zapcapture is multi-lingual
- ✓ When person registers, Zaptext database is automatically updated, and event chain is triggered to handle outbound media (SMS / E-Mail)

Zaptext
components
(see key)



② – Applicant receives personalised SMS & Zapflyer (E-Mail)

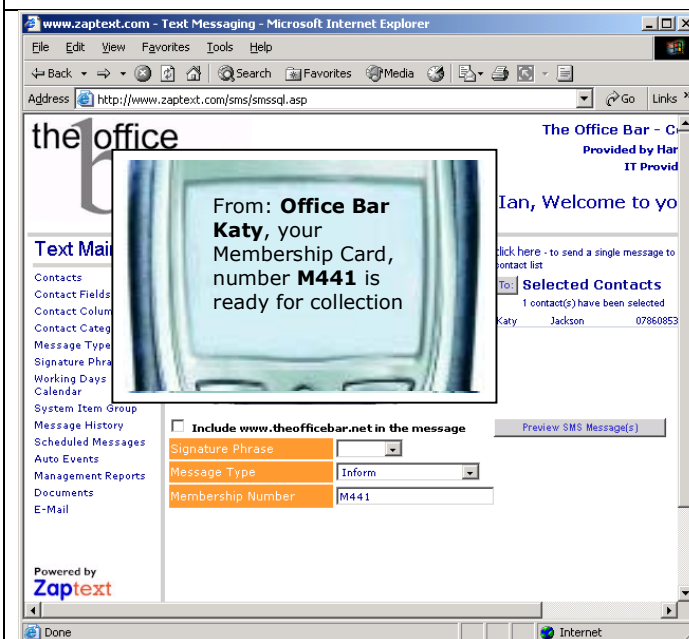


- ✓ Zaptext Applicant receives automatic personalised responses
 - Zaptext SMS
 - Zap-Flyer (E-Mail)
- ✓ OfficeBar Manager gets an optional SMS/Email telling them who has registered
- ✓ Entire process is 100 % automatic

Zaptext components (see key)



③ – Manager Assigns Membership number



- ✓ Smart-Prompts mean that user only has to key membership number
- ✓ Applicants name, mobile number, and message body come direct from the Zaptext database

Zaptext components (see key)



④ –The Power of Richly Personalised Bulk SMS



'000s of SMS are sent automatically, each one is richly personalized

✓ Bulk, personalised SMS go to THOUSANDS of customers at once



....

✓ Each SMS is personalised with ANY info from the customers record, (e.g. forename, favourite drink etc)

✓ Zaptext IN-BOUND can receive SMS's from clients, which are captured on the database, and processed automatically

Zaptext
components
(see key)



Key to Zaptext Components

	Zapcapture : Branded Data Capture screen , which stores contact data in hosted database, and automatically triggers outbound media such as zap-flyer e-mail and SMS via an event chain
	Zaptext SMS : Richly personalised SMS (text message)
	Zap-flyer e-mail : Richly personalised e-mail in the clients brand/style. Supports all html techniques (graphics/fonts/colors)
	Zaptext Event Chain : Zaptext event chain technology makes the whole process automatic .
	Zaptext Professional Services : Develop all Zapcapture pages and Zap-Flyers in line with the clients branding.
	Zaptext Smart-Prompts : A technology which allows internal staff to provide the "absolute minimum" information at run-time, for production of content-rich outbound media.

"I use Zaptext to send personalised SMS to all our members, telling them of 'todays promotion'. Twenty minutes after messages are sent, the club starts to fill – It's awesome"

Mr Ian Mitchener , Managing Director , The Office Bar



the office
bar

- Enables professional people in Slough to have a private bar to entertain, or just enjoy a quiet drink
- A great place to Relax

Zaptext

- Hosted CRM
- Multilingual Digital Marketing
- Business Process Automation

info@zaptext.com