Zonal

Single Customer View Database

Overview

Build a centralised customer database and unique picture of every single guest with Zonal's database management solution - Single Customer View.

Critical spend data from EPoS, activity history such as bookings, email engagement, loyalty programmes and more, together with data from third-party integrated sources such as Wi-Fi check-ins is pulled in to one central place. This gives you the ability to analyse your data and gain a much deeper understanding of your customers' habits, preferences and digital interactions than ever before.

Send timely and relevant promotions and discounts to targeted groups of customers, depending on their visit frequency and purchasing behaviour and say goodbye to blanket promotions to your whole database with this smart database management solution.

Features

- Bring together data from multiple channels into one central location to create a unique picture of every single customer.
- Integration with Zonal's EPoS, enabling critical spend data to be combined with activity history.
- An extensive API offers real-time data availability from Zonal's integrated solutions as well as third-party data sources such as WiFi check-ins.
- See a full digital interaction history of each customer.
- Advanced data management and bespoke logic enables dynamic segmentation of your data into different target groups.
- Integrated with Zonal's marketing campaigns tool, Campaigns Plus for sophisticated marketing automation and campaign management.
- Database management and GDPR compliance.

89 visits in the last month

Off-peak   Peak

"

"We have become much more productive as a result and saved an absolute fortune. Investing in Zonal's solution has paid for itself already and we will save twice the investment cost each year from now on.

Francis Falvey
Business Support Manager,
Liberation Group

Liberation group

1 day spent on admin by 15% of hospitality operators

Source: Access Group 2019

> **"**
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> **Zonal's standing in the hospitality sector is second to none and has the edge on the competition in terms of product offer."**
>
> Matthew Peck
> Finance Director, Mowgli

Benefits

Save the time, effort and admin from manually storing, maintaining and manipulating data from different sources

Leverage data-driven metrics and insights to gain a much deeper understanding of your customers' habits, preferences and digital interactions than ever before

Enables truly consumer-centric marketing automation

Increase conversion rates and sales with highly targeted segmentation of your data

Improve relevancy of offers and discounts

Use data-based, personalised customer communications to show your customers that you understand who they are and what they like

Reports available in one central platform enable you to make informed, data-driven business decisions

Combined with Zonal's marketing campaigns tool, Campaigns Plus, you can extract the full power of all the customer data you collect to build automated, highly targeted marketing campaigns that deliver true ROI

Confidence in knowing that your data is accurate, relevant and compliant in accordance with the General Data Protection Regulations (GDPR)

Increase sales by up to 19% with personalised marketing communications

Further Resources

Guide:
From first booking to repeat visitor: How Zonal helps nurture your customer's journey

Guide:
Building brand affinity: Smarter solutions for long-term loyalty

Case Study:
Liberation group builds loyalty and sales with Zonal

Why Zonal?

Zonal is the trusted supplier of innovative, integrated technology solutions to over 16,000 hospitality and leisure businesses. Our award-winning, UK-based training, project management and customer success teams will support you every step of the way; from project initiation right through to go live, you're always in safe hands.

Contact us today

0800 131 3400 | **sales@zonal.co.uk**
zonal.co.uk/singlecustomerview

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