



Established in 2002, the Big Bamboo family of sports bars is recognized among China's premier sports & entertainment venues. Three Shanghai locations offer an extensive selection of beers, pub food, and live broadcasts

Program Impact

- 800+ program members
- 12% advance cash flow
- Over 700,000元 revenue



Challenge

In the increasingly competitive Shanghai sports bar market, retaining regulars and sponsored sports teams is critical. "Guests come watch the big game at our bars to feel the atmosphere an enthusiastic sports community provides" says Bryce Jenner, Co-Founder and CEO of the Big Bamboo. As sports culture in China grows, so does the demand on tables, screens, and marketing dollars. Bar managers have scheduling and sponsorship decisions to make – a complicated job when considering multiple locations. Bryce continued, "Staff won't know a top customer if they visit one venue after work and another on weekends.

Solution

Big Bamboo chose CMS technology to help segment and retain the customers that impact their business most. The CMS F&B Platform uses POS terminals to issue and manage cards, then reports on the program through an online Customer Relationship Management (CRM) tool. Stored-value features let customers pre-pay value to their card, generating advance cash flow and creating the incentive to come back and spend all their value. Loyalty functions are customized to track sponsored group spending made by cash, bank card, or stored value. A rich and valuable database is created as customers register personal information for their cards while CMS collects 20 points of data per transaction. "Offering discounts is easy. Creating new incentives for custom-

Results

CMS technology lets Big Bamboo operations, finance, and marketing teams get the most out of their program. Loyalty reports show which teams drive the most consumption and deserve perks like preferred seating and screening times. Top VIPs are clearly identified: in the first 9 months the top 10 cardholders accounted for 28.1% of program revenue while the next 70 accounted for 40% of revenue. "The CMS system makes it simple to identify these valuable customers to our shift managers." says Jonathan Cope, Chief Operations Officer. Points earned, value-added and credit redeemed across all Big Bamboo locations are clearly accounted for in the same online system. "CMS financial reporting streamlined our program audits and saved dozens of man-hours every month" says Dave Hurst, Big Bamboo's CFO. Transaction patterns from this database exposed periods of low traffic leading to a re-organization of nightly specials. Next for Big Bamboo is to combine demographic and consumption data into targeted promotions. As Bryce puts it "We want to move beyond blasting the same email to everyone. CMS gives us the data and the tools to personalize our marketing message for each customer."



成立于2002年，Big Bamboo是国内首屈一指的集运动与娱乐为一体的美式酒吧。除了进口啤酒、汉堡、热狗等广泛的食物选择，上海市的三家分店还为消费者提供现场直播全球各类体育赛事，如世界杯、NBA、棒球、橄榄球等。

影响：

- 800多个会员
- 12%预现金流
- 超过70万元的业绩



挑战

上海的体育酒吧之间的竞争越来越激烈，保留老顾客和被赞助的团队非常重要。“客户们来到我们的酒吧看各种体育比赛是为了享受刺激的体育气氛”，Bryce Jenner, Big Bamboo的创始人和总裁说。随着中国运动文化的增长，对场地和硬件设备的需求日益增加，导致了营销费用也会增加。酒吧经理负责时序安排和决定赞助，一个不简单的任务。Bryce继续说，“员工不会知道哪位是他们的大客户如果那位客户这一次到一个分店，下次到另一个分店。通过手工方法追踪某个客户的行动是很麻烦而且不完全。”

解决方案

Big Bamboo选择CMS技术来帮助分类那位客户最影响他们的生意，而尽量留住这些大客户。CMS饮食平台使用POS机来发行和管理卡片，然后把数据都传到客户关系管理（CRM）工具上。储值卡让客户先把钱充到卡里面，从而增加预付资金流，也鼓励客户下次再回来消费。忠诚卡追踪赞助团队通过银行支付卡、先进、或储值卡的消费信息。开卡时候客户得注册个人信息，使得每张卡有很明确的客户信息在内。每次交易成功，CMS会受到20多个关于客户的消费数据。“提供折扣是很简单，

结果

CMS技术让Big Bamboo的经营、财务和营销部门提高他们的效率。忠诚度报告显示哪个团队的消费最多而应得各种特权，例如优先座位等。最大贵宾客户可以明确地被认同：在前9个月，消费最多的10位占该项目收入的28.1%，而下70位占40%的收入。“CMS系统帮助了每分店的经理认识这些宝贵的客户”，Jonathan Cope, Big Bamboo的首席运营官说。得到的积分、兑换的积分、充在卡的金额、付出的金额等的数据都是记到同一个系统上。“CMS的财务报告优化了我们的项目审计，也让我们省很多时间，” Dave Hurst, Big Bamboo的首席财务关说。数据库中的交易数据让Big Bamboo知道什么活动是有效的，什么活动是无效的。这也使Big Bamboo能够改善他们的活动策略。Big Bamboo的下一步就是结合客户个人信息（例如年龄、性别等）和客户消费信息来做一个比较有定向的促销。Bryce指出，“我们想进一步，不再发一样的电子邮件给所有的客户。CMS提供的数据和工具让我们能够个性化每个营销消息。”