CASE STUDY
HubSpot

BACKGROUND STORY

Bounce Middle East is part of a global franchise of freestyle parks across 16 countries and is the biggest trampoline and entertainment park in the region. Bounce combines trampolines, airbags and adventure challenge features to create freestyle playgrounds that lead the world in action entertainment.

Bounce ME reached out to NEXA with an issue they had with the set up of their CRM. They were struggling to keep up with their systems while using the same tools as their HQ, which didn't fit their needs and cater to the requirements of the Middle Eastern market. The CRM and API experts at NEXA came together to audit their systems architecture and identify leaks and gaps as well as address the pain points of the client.

OBJECTIVES

Consolidate the data from various systems into a single CRM platform in order to effectively manage the information and history of all guests' records.

CHALLENGES

- Their customer data was spread across multiple systems that made it difficult for them to understand their customer profiles and communicate the right message to their clients.
- Inconsistency in data capture and lack of data validation measures that made it difficult to filter the right audience and maintain a clean database.
- Data silos due to systems that weren't integrated or had limited integration which contributed to limited data sharing between some systems.

SOLUTIONS

- Apply Roller to their POS system
- Collecting customer data through online booking or walk-in to tie back with the customer profile and any marketing campaigns.
- Collecting transaction data from the Roller POS system about products or packages purchased helps the team at Bounce understand the purchasing behavior of their clients.

RESULTS

45,022 registrations and customer journeys were tracked

36.7% Of the registered customers became customers

50% Retention of existing clients that are a part of Bounce Freestyle Academy

Bounce ME was able to create specific data segments for retargeting and cross-sell/up-sell campaigns.