

How a Cheese Fondue Restaurant profits from offering free Wi-Fi

Overview

Het Karbeel, is a popular, family run restaurant in Amsterdam, The Netherlands.

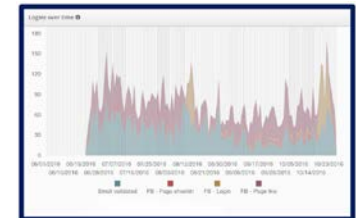
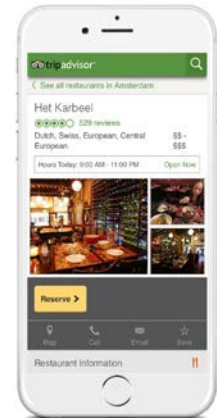
Automating TripAdvisor reviews, building a proven customer list, and obtaining more Facebook followers were some of the main underlying motivations to get started with SO WIFI.

Goals

- Generate more TripAdvisor reviews
- Get more relevant Social Media followers
- Automatically build a contact list, which can be used to generate more returning customers and increase monthly turnover
- Obtain relevant insights and analytics about their customers, for better marketing efforts and better decision making

Results within 6 months

- 500+ TripAdvisor reviews allowing them to be found easier and more often by new customers
- A contact list of 8000+ proven customers, which can be easily contacted through the SO WIFI platform, and incentivised to return more often with promotions
- 6,000 Facebook Likes building a solid online reputation and good customer engagement
- Analytics and insights into how their location performs, and how to further optimise this



“We are incredibly happy we are linked to TripAdvisor with SO WIFI. We no longer have to ask for reviews. This all goes automatically now. We’re also very happy with all of the Facebook Likes, it attracts new customers all the time! It’s great!”

Eby Iwan, Owner of Het Karbeel



500+ TripAdvisor reviews within 6 months



6,000 Facebook likes within 6 months



A contact list of 8000+ proven customers and analytics and insights into their audience



Targeted promotions

