Business objectives

In 2009, London caterers Bovingdons were appointed by the Joint Management Committee and Epsom and Ewell Borough Council to take over the contract for the event spaces and bring Nonsuch Mansion back to life after a well documented period of closure.

Award winning systems for fast moving businesses

Following careful refurbishment, the venue now enjoys a modern look that accentuates its Georgian period features as well as incorporating a few subtle contemporary twists. After an initial consultation of several bids, AXLR8 was chosen to work with Williams Design to build a stunning website to showcase this beautiful venue, although the primary objective was always to incorporate all techniques available to optimise for search engines and attract sales.

Website

Using all available "organic" search engine optimisation techniques, the website was built using the high quality photography provided and keyword rich text. Minimal flash was incorporated on the front pages to portray the "slick" operation that Nonsuch Mansion is, and to make the website memorable for the visitor.

Search engine rankings

Immediately the website went live, the innovative use of social networks techniques by Nonsuch Mansion management attracted daily visitor numbers averaging 30 per day. Inevitably these numbers tailed off a little once the hype died down. The addition of a Wordpress Blog, and pages on Facebook and Twitter added

referrals to the site, as did entries in local business directories and Wedding venue websites.

The visitor numbers increased to a daily average of approximately 60, peaking one day in October to 131! Enquiries to the office at Nonsuch Mansion from interested brides-to-be built up to 20 per day, and a new member of staff and a system were needed to manage them.

AXLR8 *FastTrack* system

The Bovingdons management had already expressed an interest in this CRM system as it satisfied many of their criteria:

- Web based, so accessible from home and the offices in London and Nonsuch
- Advanced deal management and reporting
- Sales forecasting
- Marketing functionality

All enquiries to the office are immediately logged on the system and weighted according to the likelihood of winning the deal. This increases once the couple have been shown around the venue, and again when a deposit has been paid and their date reserved.
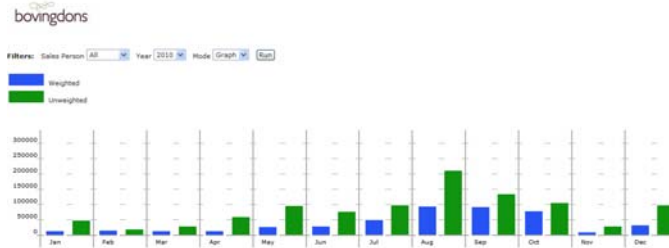
AXLR8

There are many steps to winning the deal.

At the click of a button, the Sales Pipeline report can be viewed by management. This gives the financial information, both weighted and unweighted, of events planned over a given time period. Other reports give information by sales person – events booked, calls made, new business identified, sales lead source, etc.

The **AXLR8***FastTrack* system also helps with marketing and attracting more visitors to the website. The HTML newsletter builder enables staff with no HTML knowledge at all to build information newsletters, full of calls to action involving clicking through to the Nonsuch Mansion website. The tracking code on the website enables staff to view visitor statistics and measure the effectiveness of each email campaign. Needless to say, this functionality can also be used to build the template to send out an e-mailshot to a bought-in contact list to attract new business. The method of sending to each contact individually and the auto-unsubscribe to meet legal requirements help to ensure each email lands direct in an Inbox rather then getting caught in a spam filter.

Nonsuch Mansion's website interfaces directly with their **AXLR8***FastTrack* k system via the option to Subscribe to the Newsletter mailing list. This dynamic form helps increase the volume of contacts in the database with no effort required by Bovingdons staff at all.

Looking forward

Already, Bovingdons contacts from their existing system have been imported into **AXLR8***FastTrack* for their marketing/cross-selling value. Although the existing system is still in use, the Bovingdons management see the value in using one system for all and it is planned that **AXLR8***FastTrack* will be the sole system in the near future.

AXLR8*Trigaware*™ will be the next addition to the system. **Trigaware**™ constantly polls the database for updates and sends automated emails as a result. Bovingdons staff spend a lot of time thanking couples for looking round the venue, enquiring whether they have set the date, and chasing them for deposits. These activities can easily be automated. For example, once a Bovingdons employee has logged the fact in the database that a couple have visited, Trigaware™ will mail merge their details into an email template thanking them for doing so and advising them of their next steps, and send it to their email address. There are many other examples identified in the workflow where **Trigaware**™ saves time. **Trigaware**™ can also send management alerts and staff reminders for actions to be performed.

As business grows, the AXLR8 Exchange-Vault will become essential. Each email sent & received by Bovingdons staff is automatically "attached" to the appropriate contact and event. Should it then be necessary to refer to correspondence about a specific event or job, all mail is immediately accessible.

To learn more:

Please contact Julie Cray at Bovingdons on 020 8874 8032 if you require a Surrey venue or Rick Marengo of AXLR8.co.uk if you would like to discuss the web and **AXLR8***FastTrack* details.