



**Client:** Urban Guild  
**Sector:** Hospitality and Leisure

The Urban Guild family of venues in Boscombe, Bournemouth and Poole includes Urban Reef and Jenkins & Sons restaurants, Urban Beach Hotel and Urban Renaissance cafe. They also have their own farm at Sopley in the New Forest. The Guild, which started 10 years ago is now very much established.



URBAN GUILD

### The challenge

Urban Guild had a mass of information regarding their customers via 3rd parties, such as ResDiary and Little Hotelier. However, none of the information linked, systems didn't talk to each other, and valuable data was not being utilised. There were missed opportunities to speak to customers with tailored marketing communications and personalised offers based on spending habits. Data management was becoming increasingly time consuming and not cost effective - in Mark Cribb's words, "the dots were all over the place and didn't match up".

### The solution

The team at Enhanced worked very closely with the team at Urban Guild to fully understand exactly what the problems were and what the team wanted to achieve.

They held a brain storming meeting where ideas and missed opportunities were discussed. It soon became apparent that a bespoke CRM system was needed to deliver every aspect of the client's brief, and to link with all 3rd parties and internal systems.

### The results

A fully integrated CRM system was built, allowing Urban Guild to gather important information and review it in one single database held within the cloud. Once a customer has engaged with a 3rd party, whether it's booking a table online, or using their free Wi-Fi, all information is saved centrally in the bespoke CRM solution. By gathering all this client data into one easy to search tool, it has provided Urban Guild with the ability to extend offers to clients. A loyalty club known as "The Hug Club" has been launched, enabling customers to be rewarded for repeat visits and kept informed of special offers, tailored to their profile.

### The benefits

- All information in one place and easy to access
- A dedicated customer portal
- Bespoke offers can be sent to customers instantly
- Easy to track sales and trends
- Improved Brand recognition
- Happy team – Happy Customers
- A CRM system built to facilitate future growth.

"It has been great fun working with Enhanced; we have a great synergy and share the same work ethos. They gave us not only a bespoke CRM system but they offer an ongoing support service. They understand our business and delivered exactly what we wanted and more. We were recommended to Enhanced and I now have no hesitation in recommending them to others."

**Mark Cribb,**  
**Owner,**  
**Urban Guild**

If you like the sound of Enhanced's collaborative approach and are interested in hearing how we could tailor a solution to meet your unique needs, please do not hesitate to contact a member of the team on 01202 308000 or visit [enhanced.co.uk](http://enhanced.co.uk)

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