



The Gold Coast Case Study

Contacting customers – one by one

William Quagraine, owner of The Gold Coast Bar and Restaurant in South London, is a leading figure in the Ghanaian community who increasingly finds himself catering for diners and winners of all nationalities. By day the Gold Coast offers either bar snacks or a full sit-down meal of distinctive Ghanaian cuisine. At night, the venue is transformed into a lively wine bar and restaurant for their many customers.

Before Price IT Solutions met William Quagraine, he would routinely spend a whole day at a time informing his clients of his various events by text message; he would send these one at a time from his own handset. This would eat into valuable working time during the day particularly as the Gold Coast has approximately 1,500 clients. What is more, such is the growing popularity of the Gold Coast that William is constantly adding new clients.

Seizing the day

Ghana recently celebrated the 50th anniversary of its Independence, something that was echoed in Britain's Ghanaian community. William was confronted with an unexpected opportunity when he found out that some top Ghanaian artists that were in the UK at the time had had an event cancelled at the last minute. They got in touch with William about the possibility of an event. If he was going to deliver a successful promotion, he needed to create awareness as quickly as possible.

Price IT Solution's texting software put him in a position to respond to the opportunity with immediate effect. In a time efficient way, he sent one batch of text messages that day to promote the event and another batch the following day to sustain the excitement. Normally, he would have spent a considerable amount of money on a radio campaign to reach his target audience. This would have been hit and miss as it would be reliant on people hearing and remembering the advert. By being able to send out a four-figure number of messages on two successive days in a matter of minutes allowed him to focus on other preparations.

Viral effect

“On top of everything else,” says William, “I was contacted by the BBC who said they were interested in covering the event on their drive time show. I was able to text this information out to my customer base also, reinforcing the sense of excitement. Using the software, I was able to do this immediately. I then went and played a round of golf, something that would have been unthinkable before I got the texting software.”

On another occasion, William was undergoing some refurbishment work on his bar and restaurant and found himself in the unconventional situation of seeing the work completed a week earlier than scheduled. This could have led to a week of lost revenue but he was able to reinform his clientele about this reopening event at a moment’s notice, at a minimal cost and without any time pressure. The relaunch was such a success that he had to turn people away.

“This texting software has made an enormous difference to my business effectiveness,” continues William. “Instead of wasting time texting individual clients, I now spend a few minutes letting all my customers know about upcoming events. I only enter their details once – after that, the software is simple to use and the messages are cheap. They get delivered immediately and the beauty is that my customers like to forward them on, so there is a viral effect which helps me recruit new customers as well as retain existing ones. What with the Independence Day celebrations, I have had plenty to celebrate this year! I must say Price IT Solution’s texting software is the best thing that has happened to my business this year! ”