



BDR Voice & Data Solutions
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Why Choose BDR?...

Boost Trampoline

“Before implementing SO Wi-Fi we were spending a fortune on generating social media likes and boosting our posts on Facebook. Thanks to So Wi-Fi we are now able to distribute this part of the budget towards other things, we no longer need to run as many Facebook campaigns or sponsored ads as SO Wi-Fi is doing all this for us.”

James Kenney, Head of Marketing, Boost Trampoline

About Boost...

Boost Northampton boasts 30,000 square feet of indoor activities. Varying from interconnected trampolines to Dodge-ball Courts and Foam pits. Boost Northampton has over 20,000 visitors per week and is rated as one of Northampton's top attractions.

The Objective...

The key objective when partnering with BDR Voice & Data was to boost their presence on Social Media by increasing their Facebook likes, reviews and check-ins, growing the company's reputation online and building their marketing prospect list. Boost were also looking to gain more Trip Advisor reviews so once customer's had visited the venue they were sent an email to ask them to review their services.

BDR were also tasked with capturing customer's demographics, such as date of birth, gender and returning visitors. With BDR's product, SO Wi-Fi we were able to help Boost Northampton and reduce Facebook advertising costs whilst increasing their online presence.

The Goals...

- More Social Media followers
- Automated birthday messages and tripadvisor review emails
- Gain more Facebook reviews
- Enable boost to pull reports on customer returning to the attraction
- Capture all demographics such as Date of Birth and gender

The Results...

From using the SO Wi-Fi product for under two months they have received an increase of 45% in social media presence, also going from one Trip Advisor review per week to one per day!

- Extra 100 likes on Facebook per week
- Extra 10+ reviews on Facebook per week
- Extra 6+ Trip Advisor reviews per week
- Extra 500 prospects which can be exported easily into their own personal marketing database
- Useful analytics and insights into guest demographics and interests
- Easy reporting for email campaigns



Unified communications, simple solutions...



BDR Voice & Data Solutions are an award winning IT and Communications specialist, who provide a wide range of bespoke solutions to a broad spectrum of businesses across the UK and beyond. Delivering a first class service through a team of highly trained technical personnel, BDR offer maximum return to its clients through integrated unified communication solutions...

Founded in 1991, BDR is an independent company still owned and managed by its founding members. Dedicated to its core values and principles BDR will work closely with its clients to ensure their IT and Communications requirements are met, whilst enjoying the benefits of the latest technological developments.

BDR offer market leading communications solutions to all sizes of businesses via an established collection of industry leading products. Our knowledge within this ever evolving market is vast and we are continually investing in maintaining and supporting new technologies. We have developed the BDR Academy. Our bespoke in-house training platform continually educates our personnel to ensure they always have their fingers on the pulse of technological advances. This enables BDR to continue to offer a first class service to all of our customers...

BDR's Unified IT & Communications systems can promote enhanced co-ordination and productivity, ultimately...

Reducing operating costs
Increasing Customer Satisfaction
Improving business Efficiency

Our extensive portfolio includes:

- Cloud/Hosted IT (SaaS, DaaS)
- IT Hardware & Networking
- Connectivity: Broadband, Leased Lines, MPLS Networks
- Wi-Fi Solutions
- Virtualisation
- Off-Site Back-up, Disaster Recovery/Business Continuity
- Mobility Solutions
- Telephony Solutions
- Unified Communications (UCaaS)
- Mobile Tariffs and Handsets
- Mobile Device Management
- Call Recording
- Computer/Telephony Integration (CTI)
- Inclusive Call Packages
- IT/Telephony Support & Maintenance Services

Plus much more...

If it's time that you gave your communications a health check, read on and see exactly what BDR are able to offer in addition to a great service!...