



Value at a glance

- Clear strategy – saving time, ensuring consistency
- Customer focussed website for greater engagement
- Product brochures drive leads and sales

THE HOSPITALITY SYSTEM EXPERTS

Redcat provides a complete hospitality IT platform for cafes, restaurants, bars, franchise and multi-site venues. Their locally developed system offers a completely integrated solution, including point of sale, loyalty, kitchen management, stock, payroll accounting and business management. This end-to-end approach, and their in-depth understanding of the hospitality industry has seen them win some of the best known names in the Australian food and drink market as customers: Boost Juice, Grill'd, Nandos, Chatime, The Press Club, Maha, Jimmy Grants – from QSRs to top end dining venues.

2017 was a turning point in the business, when the leadership team of Jeff Lamb, Lawrence Pelletier, Frank Tarrantino and Pepe Ochoa led a management buy-out of the business. With the opportunity to take greater control, revisiting their messaging to the market was one of the first items on the agenda.

A GREAT PRODUCT DESERVES A GREAT MESSAGE

"We have a great product, with a wider breadth of functionality than anything else on the market", says sales and marketing director Lawrence, "but we weren't necessarily doing the best job of communicating exactly what we do offer and how we can help hospitality businesses".

Having heard Carol Benton of Words2Win speak at a conference, the Redcat team believed that Words2Win would be able to help.

"The first thing Words2Win did", said Lawrence, "was run a workshop to help us clarify exactly what our message was – our target clients, our offer, what set us apart, and why we do what we do, the passion behind our business. Having that strategy in place was exactly the right place to start – it meant that everything we did



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from there referred back to our key messages. It saves reinventing the wheel every time we create a piece of marketing content, and ensures that we are 100% consistent in our communications”.

GETTING IT OUT THERE

The first step in implementing the messages was the website and a set of brochures. Redcat selected a designer, AK-D, and Words2Win worked closely with them and Redcat to develop the content. “Working with Words2Win was easy”, says Lawrence, “Carol very quickly understood what we’re all about and turned that into the words to explain it clearly to our market”.

Since the launch of the website, Redcat has continued to work with Words2Win to add new content: “We’ve got a very happy set of clients”, explains Lawrence, “and we want to showcase them and keep creating new content to keep the website fresh. “Words2Win interviewed key clients and developed case studies that are being added to the site”.

A SHOWCASE FOR VALUE

The result for Redcat is a website that truly showcases the excellence of its offering and a set of brochures that explains each element of the solution and how they all fit together. “Our new website and content is a real asset”, Lawrence sums up. “We have a strong, clear and consistent message that is helping us to grow the business”.



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