



Success Story

## How Gosford RSL Uses Automation and AI to Improve Google Reviews & Member Engagement



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Located at the gateway to the Central Coast in West Gosford, NSW, the [Gosford RSL Club](#) is a prominent landmark, epitomising a pillar of community life with its diverse dining, entertainment and event offerings.

But managing a venue with 47,000 members and thousands of monthly covers presents its challenges. With five distinct dining options—from an Argentinian grill to Aussie bistro fare—they needed a system to help them streamline operations and maintain strong member relationships. Andrew Strickland, the F&B Manager at Gosford RSL, turned to [SevenRooms' all-in-one CRM, Marketing and Operations platform](#).

# The seamless transition from Now Book It to SevenRooms

Prior to integrating SevenRooms, Gosford RSL used Now Book It, a [reservation platform](#) that lacked the features they needed to meet the growing demands of their venue.

"With SevenRooms, the marketing capabilities were just so much more powerful," Andrew explains. "It's much more intuitive, and that's something I found lacking with Now Book It. It was somewhat cumbersome, I felt there had to be a better solution."

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"The automated emails are written in my voice—they're from me. This adds a personal touch that helps us truly connect with our customers and helps drive engagement," Andrew shares.

SevenRooms Marketing Automation dashboard allows Andrew and his team to track open and click rates, revenue and covers generated from each campaign. With automated emails, Gosford RSL has averaged a **54% open rate** and has driven **\$121,380 in revenue** in less than a year.

# AI and automation that stop bad reviews before they happen

One of the most powerful features of SevenRooms for Gosford RSL has been its review management and guest feedback automation. "Service recovery is massive for us, and SevenRooms makes it so easy!"

Shortly after opening their new Clubhouse in March 2024, Andrew and the team began using SevenRooms' automated emails to capture guest feedback.

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"We typically respond to feedback quickly, but the AI Feedback Summaries help us stay on top of things. By the time the weekly summary comes in, most issues have been resolved, but it's helpful to see the overall trends clearly. It helps us keep our eyes on the prize. It's been really useful for the whole team."

# SevenRooms: The team member who never takes a day off

Handling over 1,000 covers a day is a regular challenge for Gosford RSL, but SevenRooms has allowed the venue to scale operations without sacrificing personal touches.

"SevenRooms is like an extra team member," Andrew reflects. "We've tried various other platforms, but I don't know why you'd pick anything else. SevenRooms is just so powerful

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