



Spirit Group

Spirit Group switches to BizMap Pro from MultiMap for pub location services

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Summary

The Spirit Group has over 800 managed pubs. They need to market these pubs via their web site through a cost effective and functionally rich pub locator service.

Business Needs

Spirit Group is the managed division of Punch Taverns, the UK's leading pub company with over 8,400 pubs nationwide.



“ BizMap Pro has provided an improved service for a greatly reduced cost. The implementation was very smooth and the support received to date has been excellent. ”

Debbie Poole

Communications, Punch Taverns

There are over 800 managed pubs within Spirit Group including market leading concepts Two For One, Chef & Brewer and Wacky Warehouse.

The company needs to market these pubs, bars and restaurants via a number of channels, including through their main corporate web site, www.thespiritgroup.com. One way of providing marketing support is via a “Pub Finder” facility – a service currently provided by MultiMap.

The company wished to reduce the cost of the pub finder solution whilst maintaining and, where possible, improving the overall functionality of the user experience when searching for a pub business.

Solution

The Spirit Group approached Lucrosus Software for a proposal to use their BizMap Pro product in place of the existing MultiMap solution.

BizMap Pro is an advanced location search facility with built in support for advanced features such as Geospatial search (nearest to), GeoPlus (intelligent user search facility) and other features including dynamic user Satellite Navigation file downloads. The product completely integrates with the freely available Google Maps ensuring that the ongoing running costs are significantly lower when compared to competitor products.

Benefits

Following the implementation of BizMap Pro, the key benefits experienced by The Spirit Group include: -

- Significantly lower running costs.
- Improved user results through the GeoPlus facility. GeoPlus is an intelligent search that interprets a greater % of geocode entries than standard search solutions.
- Resilience, speed and reliability. BizMap Pro provides a sub-second response to user requests.
- Advanced Functionality. Built in features such as filtering, pub name search, Satellite Navigation file downloads etc, ensure the user experience is rich and rewarding.



Find out more about BizMap Pro at www.bizmappro.com. View the product at The Spirit Group at www.thespiritgroup.com.