

How is Deltic Group inspiring more people to join the party?

8M

Serves **8m customers** in UK bars and clubs each year



Wanted to harness social media platforms to boost footfall

350k

Answers **350k customer Facebook messages** per year with IBM® Watson® Assistant



Inspires people to attend **Deltic Group events** with personalized customer interactions

10%

10% expected **uplift in pre-booked sales** thanks to fast responses to customers

5%

5% increase in group revenues predicted, driving business growth

