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Be At One becomes the latest group to sign up to Feed It Back to improve guest experience

Be At One, the fast growing 31-venue cocktail bar chain, have subscribed to Feed It Back, the EPOS-linked guest feedback service, to improve the guest experience.

“We have used various mystery customer companies for years, commented Operations Director, Andrew Stones, “but we felt that the feedback didn’t always give us the full picture and the customers were not always genuine Be At One guests. As we are focussing on expansion, it’s important to receive honest feedback on a continual basis from our guests. We needed a way to manage feedback that would help us to continue to deliver a great guest experience and Feed It Back is a fantastic solution for us.”

Feed It Back is the only guest feedback system that integrates in real time with Zonal’s Aztec EPOS system, enabling feedback questions to be personalised to the guest’s visit. The result is a brief, engaging feedback experience for guests and more insight for operators compared to traditional feedback methods.

Be At One guests can give feedback via their popular mobile app and via their website. Guests who book a table online automatically receive a feedback request from Be At One the day after their visit.

As a result of subscribing to Feed It back in August, Be At One achieved a ten-fold increase in their volume of feedback, which means that it can now be used reliably for decision making.

“We are getting high volumes of great quality feedback which provide actionable insights”, commented Giles Denning, Digital Marketing Manager, “and GMs are able to login regularly to view feedback and deal with any issues immediately. The system is simple to manage, and provides us with an overall net promoter score KPI which allows us to track against the industry.”

“We’re delighted to be working with such a progressive and successful operator as Be At One and proud of the results we have achieved with them”, commented Julia Platia, Head of Customer Success. “Feed It Back lets guests share their views in a fast, fun and engaging way, whilst giving operators more insight and more volume. This is proving to be a popular combination with quality-conscious operators, many of which have signed up already, and some also using our social media management system to manage the unsolicited feedback they receive through social channels.”

Press Enquiries Be At One:

Sarah Swaysland

020 7738 2119

SarahSwaysland@beatone.co.uk

Press Enquiries Feed It Back:

Julia Platia

01483 478986

julia@feeditback.co.uk