



27th July 2017

Be At One achieves unprecedented growth in sign-ups and revisits with Feed It Back

Profile

No. venues: 33

Sector: Cocktail bar

Solution: Feed It Back

Key Stats

54,000 new guests signed up to marketing database through Feed It Back

40% redemption on bounce-back vouchers issued to guests using Feed It Back

360 pieces of feedback per venue per month, on average.

With continually increasing pressure on consumers' wallets, successful operators need to improve their guest experience faster and more intelligently than their competitors to realise their growth plans.

Collecting feedback from guests is not sufficient. Operators must have the volume and context around the feedback to enable fast, intelligent decision-making, so that operations are improved more effectively and at a faster rate than other brands.

They must also have flexibility to change the focus of their feedback programme in an instant to rapidly investigate and resolve suspected operational problems.

In addition, a feedback system must be able to drive sales by recruiting guests into the operator's marketing programme and driving them back into the venue more frequently than before.

To address these challenges, Be At One, the fast growing 33-venue cocktail bar chain, went live with Feed It Back, the EPOS-linked guest feedback service, in August 2016.

"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, amongst others, enabling feedback questions to be personalised to the guest's visit. The result is a brief, engaging feedback experience for guests. For operators, each review is presented with the details and context of the visit, providing far more meaning and insight compared to traditional feedback methods.

Driving revisit through database growth and offer redemptions

"Since going live in August 2016, 54,000 guests have signed up to our marketing database through Feed It Back.", commented Andrew. "At the end of the survey, guests are presented with a digital scratch card, which reveals either a free cocktail or, for the lucky 1 in 50 guests, a £25 bar tab. Either prize can be claimed on their next visit. With the help of our party booking team encouraging those guests to come back to claim their prize, we have seen a fantastic redemption rate of 40%."

Improved return on operational investments

"Feed It Back brings a high volume of feedback", commented Andrew, "averaging 360 pieces of feedback per venue each month. The size of the sample means that the real operational issues are easily identified because they arise consistently. That enables us to make solid conclusions quickly, which leads to fast decisions and improvement actions."

Flexibility and responsiveness

"Flexibility has been another key reason for the success of Feed It Back" summarised Andrew, "because we can change settings and questions easily ourselves and the changes are made in real time. For example, if we see a piece of feedback suggesting problems with the volume of music at a venue, we can immediately add a question about music volume for that venue only, to rapidly reach a conclusion and take action if required. The Feed It Back team are very responsive and proactive, with any queries or requests responded to by our Customer Success Manager immediately."

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