



18<sup>th</sup> July 2017

## **Bella Italia goes live with Feed It Back to turn guests into loyal fans**

Bella Italia, the leading 107-venue Italian restaurant chain, has gone live across all sites with **Feed It Back**, the EPOS-linked guest feedback service, following a successful trial involving a clutch of venues.

**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 uniquely personalised to each 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.

Commenting on the initiative, Lucy Thompson, Head of Operational Planning at Bella Italia, said: “We have been collecting feedback successfully for years, but we have struggled with the administrative overhead and have wanted to be more flexible and agile. We found that **Feed It Back** provides us with a dynamic platform that we can manage internally but that is really easy to use at all levels for operational staff, our dedicated guest experience team and most importantly our guests.”

**Feed It Back** has the unique ability to know what each restaurant guest has ordered and when, which enables brands such as Bella Italia to ask specific and targeted questions for each dish.

James Spragg, Chief Operations Officer at Bella parent company Casual Dining Group, said: “We can now be more nimble with new menu launches, immediately evaluating every dish at every restaurant and making refinements to ensure guests are happy. It also enables us to innovate and take risks, and find out very quickly whether a new dish is working.”

**Feed It Back** has an integrated case management system for managing both positive and negative feedback, which receives and assigns comments and reviews from several sources including emails from guests.

Added Thompson: “For the first time, we can understand all of the reasons behind any negative feedback and recovery actions are assigned to the right members of staff. We can see common causes for negative experiences by branch, area and brand. We can communicate with staff and guests and resolve complaints, all through the system. If we want to send a voucher to a guest, we can be alerted when the voucher is redeemed. Best of all, the system shows us all the positive comments coming back from our guests.



“Cost reductions have been realised through reduced manual effort in handling complaints. Plus, we can make changes to questions or settings ourselves in **Feed It Back**’s self-service dashboard, with changes taking effect in real time.

“Our next step will be to look at taking advantage of **Feed It Back**’s social media listening technology to support our social strategy and objectives”.

Of the burgeoning partnership with Bella Italia and CDG, **Feed It Back**’s CEO, Carlo Platia, said: “We are delighted with the results we have seen at Bella Italia’s sister brand, Las Iguanas, and are looking forward to helping Bella Italia continue to innovate in their menu and reach new heights in their guest satisfaction over the coming months.”

For press enquires at Feed It Back Ltd:

Julia Platia  
01483 478986  
julia@feeditback.co.uk