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The Stable continues to challenge industry preconceptions with Feed It Back

The Stable, the fast growing 17-venue pizza, pie and cider brand owned by Fuller's, has signed a multi-year agreement with **Feed It Back**, the EPOS-linked guest feedback service, to provide dish specific insight and support operational improvement.

"Our previous approach to the collection of guest feedback has worked well," commented David Gough, Operations Director, "but we were keen to find a solution that allowed us to access detailed insight for each dish and drink on our menu."

Feed It Back is the only guest feedback system that integrates in real time with Zonal's Aztec EPOS system, among others, enabling feedback questions to be personalised to the guest's visit. The result is a brief, engaging feedback experience for guests.

"Feed It Back has an integrated case management system for managing both positive and negative feedback" added David, "which will enable us to see common causes of complaints, communicate with staff and guests and take recovery actions.

"We also feel that **Feed It Back** fits our culture and ethos, as we are both challenging convention and bringing something fresh and exciting to our customers. Feed It Back has been proven to increase staff motivation and provide high volumes of detailed insight. It also provides the best user experience for guests and staff alike, making it easy to use and adopt."

"The Stable is challenging industry preconceptions by sourcing ingredients locally for each venue, serving British-inspired pizzas and leading the British craft cider movement" commented Carlo Platia, CEO at **Feed It Back**. "We are looking forward to helping The Stable win the hearts of customers in many other communities as they expand."

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