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Tasty plc signs up with Feed It Back to accelerate digital transformation

Tasty plc, the 65-venue restaurant chain and owner of the Wildwood and Dim T brands, has signed up with **Feed It Back**, the EPOS-linked guest feedback service, to deepen and make better use of their guest insight as part of a move to leverage new technology and big data for rapid operational improvement.

“We have previously taken a traditional approach to guest insight, focussing on mystery visits,” commented Tasty CFO, Tim Cundy, “but we have seen new platforms emerge, which provide far deeper insight by combining multiple key data sources to provide a holistic view of each guest interaction. Feed It Back is a perfect example of this.”

“We want to give our guests a voice and gather deep insight without interrupting their time with us, then use real-time insight to make better decision, faster. This will support us in differentiating our offering in a competitive marketplace.”

“To achieve this, our new guest insight will be integrated with our EPOS system and our loyalty programme. We will also leverage Feed It Back’s integrated social review management and guest recovery products.”

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