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Bistrot Pierre launches new guest feedback system

BISTROT Pierre, which now has 22 restaurants across the UK, has announced that it will be implementing industry-leading technology – Feed it Back – across all of its bistrotts to gather real-time guest feedback.

The cutting edge, EPOS-linked guest feedback tool presents customers with personalised questions based on their menu choices and dining experience in the restaurant.

“We initially trialled the system in seven of our bistrotts and were impressed by the extremely high response rate from our customers. Feed it Back has given us far more insight than we’ve ever had before across the key areas of food, drink, value and service.

Another great benefit of the platform is the ability to capture customers’ emails, this enables us to have an ongoing dialogue with them through our CRM programme,” said Arpita Anstey, head of marketing at Bistrot Pierre.

“The tablet-based system is really user friendly for our customers who have been impressed with the new survey which presents tailored questions to them based on their specific dining experience.

“This information is invaluable and customer feedback is really important to us as we continue to grow the business and understand the demographics and behaviours of our diners,” added Arpita.

Carlo Platia, CEO of Feed it Back said: “The real time element of Feed it Back is a huge benefit, producing intel that will ultimately inform decisions to create an enhanced customer experience.

“Diners logging their details within the system itself also means that Bistrot Pierre benefits from customer data collection and ongoing customer dialogue. It is also the only piece of feedback technology linked with Zonal’s Aztec EPOS system – which enables vouchers to be distributed as and when required.

“We’re delighted to be working with Bistrot Pierre and hope that the introduction of this new technology will continue to support its business goals.”

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