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## **Multi-site operators sign up for launch of Feed It Back's new Social Reviews service**

A host of multi-site operators signed up for Feed It Back's new Social Reviews service, ahead of its release this month.

Feed It Back's unique, EPOS-linked guest feedback platform presents guests with personalised questions based on their menu choices and dining experience in the restaurant.

Now, for the first time, operators will be able to manage and respond to social reviews from TripAdvisor, Google and Facebook alongside their EPOS-linked feedback, complaints and enquiries, from any device, with no need to download an app.

Numerous operators now rely on Feed It Back to manage their social reputation, including brands such as Bella Italia, Be At One, The Stable, Thai Leisure Group, Bistrot Pierre, Brakspear, Hall & Woodhouse and The Cat's Pyjamas.

Ian Leigh, Managing Director at Thai Leisure Group, said, "We can now understand all of the reasons behind any positive or negative feedback and assign each piece to the right members of staff using Feed It Back. By adding Social Reviews, we can see common causes for positive and negative experiences by branch, area and brand across all types of guest opinion, including feedback, social reviews, emails, phone calls and other messages. We can communicate with staff and guests, resolve complaints and pass on praise, all through the system. This fully supports our social strategy and objectives."

Bistrot Pierre's Head of Marketing, Arpita Anstey, said "We already capture EPOS-linked feedback and respond to both positive and negative feedback, messages and calls from guests through Feed It Back to ensure the best possible revisit rate. Being able to capture, manage and respond to social reviews from the same dashboard makes complete sense. It will save us time and ensure a seamless guest experience is delivered every time."

Feed It Back's CEO, Carlo Platia, added "We have worked with a number of our clients to ensure that the addition of Social Reviews fully supports their business objectives and we were privileged to have support and commitment from so many market-leading operators prior to releasing the new service."



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