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## **Pho partners with Feed It Back to enhance customer experience and drive loyalty**

Pho, the healthy Vietnamese restaurant with 26 sites across the UK, has partnered with customer feedback and online reputation specialists, Feed It Back to gather extensive insight on its customer experience as it targets further growth.

The agreement will see Pho, which will open its 27th restaurant in Exeter this August, use Feed It Back's industry leading instant guest feedback platform and comprehensive online and social review tracker to gain total transparency on the word on the street about the brand, as it strives to drive loyalty in an increasingly competitive market.

The deal comes on the back of a very successful year for Feed It Back, where it added 24 clients to its growing roster so far across the restaurant, pub and casual dining sectors, demonstrating the industry's appetite to access actionable insight on their customer experience.

Mark Smith, Managing Director of Pho, said: "Our strategy for encouraging and increasing customer loyalty is simple: continue to deliver amazing, fresh food and excellent customer service. We believe that the customer insights and data gained from our partnership with Feed It Back will be paramount in helping us continue to do this as we grow."

"We are primarily a walk-in restaurant business, meaning we don't have as much regular communication with guests as you would with pre-booking data, so a major differentiator between Feed It Back and the competition is its integrated communication platform."

Carlo Platia, CEO of Feed It Back said: "We're delighted to be working with a brand like Pho, that has such a great reputation with consumers and the industry. In a world of big data, it's crucial that information is packaged up in a simple way, so that trends can be easily interpreted and capitalised on. It's competitive out there and it's no longer enough to just look at figures on how your business is performing, operators need to be seeking out granular detail on all aspects of their business in a constant pursuit of perfection. Pho clearly has that hunger."



## **About Feed It Back:**

Feed It Back is a company that tracks the word on the street about operators, through immediate feedback on experiences and online review platforms, such as Google, Facebook and TripAdvisor. It aggregates all feedback into one easy to use platform that allows operators to efficiently deal with feedback they otherwise wouldn't have heard, reward employees for excellent service, communicate with guests and turn negative experiences into positives.

The company is managed by experienced operators Julia and Carlo Platia, who drew on their experience owning and running a cocktail bar and restaurant to launch the platform in 2008.

It currently boasts a range of clients including: Loungers, Bistrot Pierre, Las Iguanas, Dirty Martini, Brains, Hippo Inns and Be at One, to name a few.

## **Notes:**

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