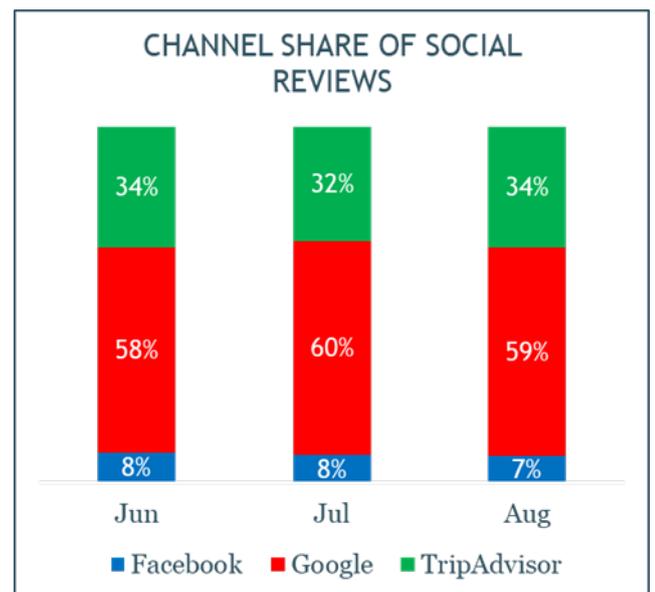




Change in Facebook methodology impacts social review scores

New statistics from Feed It Back's monthly social review tracker has revealed that a change in Facebook methodology, switching to a polarised yes/no for recommendations, has driven up positive reviews on the channel from 4.1 out of 5 in July to 4.3 in August.



The statistics, which were taken from thousands of social reviews across the restaurant, quick service restaurant and pub industries, also revealed that Google Reviews remains the most prominent channel for feedback with 59% of social reviews submitted via this platform in August. TripAdvisor accounted for 34% of reviews and Facebook just 7%.

“Food remains the key driver in generating positive and negative reviews and it’s clear operators need to focus on reducing wait times to positively influence their online reputation and drive footfall. Tracking customer experiences and customer trends, such as a rise in expectation of pizza quality, needs to become a habitual practice for operators if they want to remain competitive in today’s vibrant hospitality industry.”

This data is part of a regular report Feed It Back runs across social reviews and just scratches the surface of their ability to drive revisits.

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 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 and turn negative experiences into positives.

The company is managed by experienced operators Julia and Carlo Platia, who drew on their experience 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.