



26 November 2018

Feed It Back launches platform that delivers for operators

Feed It Back, the leading customer feedback and online reputation specialists, has launched a new delivery review platform so that operators can take back quality control on food deliveries, gain insight on the condition of the product when it arrives, and reclaim the customer conversation.

The new product, which was developed following a series of focus group sessions with its customers from the restaurant, casual dining and pub industries, will provide customers receiving a delivery with a unique code and online link to answer a few questions, detailing any issues with the product.

The process has been specifically designed to give tangible insight into any discrepancies on quality with the product that are unique to delivery, such as: temperature; soggy packaging; and late on arrival, to name a few. By reclaiming this information, operators can make insight informed decisions on how to improve the customer experience.

The product has been integrated into the Feed It Back guest engagement platform, so that operators can easily and immediately engage with customers and recover any negative experiences to limit any damage to the brand.

As it stands, the call to action will be delivered on point of sale material with the delivery, but Feed It Back are exploring opportunities to integrate this process with delivery partners.

Carlo Platia, CEO of Feed it Back, said: “Delivery has been a major talking point for the industry over recent years. While third party delivery companies have grown their reach across the UK and given operators access to new customer bases, there has been considerable concerns over operators guaranteeing that the arriving product meets their brand standards.

“Under the current system, the first time an operator hears about a dissatisfied customer is when they receive an email from a delivery partner instructing for a refund. It is very hard for operators to contest this decision as they don’t have the customer feedback and, consequently, can’t take the necessary steps to address the problems.

“Working closely in partnership with our customers, we have developed a new innovation that alleviates these issues and provides a direct line of communication between operators and customers. In doing so, operators now have access to meaningful and true insight that can not only help contest charges by delivery partners, but, crucially, help develop their offer and operations, so they can improve customers’ experience when ordering delivery.”



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 in 2008, who drew on their experience running a cocktail bar and restaurant to launch the platform. 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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