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Feed It Back serves up richer insights with latest product development

Feed It Back, the leading customer feedback and online reputation specialists, has launched a new module that integrates social media comments posted on an operators' Facebook, Instagram and Twitter pages into its industry-leading platform, enabling businesses access to richer insights and improving accountability and efficiency for responding to posts.

The innovation, which was developed in partnership with customer focus groups, clearly demonstrates the company's ongoing commitment to supporting operators with the increasingly important challenge of managing their online reputation.

Key trends from the posts are fully integrated with existing feedback from surveys and reviews on TripAdvisor, Facebook and Google, providing operators with a rich data set to understand what is driving positive and negative reviews about their business. With this insight, companies can make strategic decisions to drive growth and improve the customer experience.

In addition, the new module will help streamline operations, particularly for businesses with large estates and multiple social media pages, by providing accountability and one quick and easy platform to deal with positive and negative comments across multiple social channels and review platforms.

A bespoke hot post feature will also give vision of any posts that are generating significant engagement, so that their impact can be enhanced or reduced with swift action. In addition, direct messages have also been integrated into the platform.

Carlo Platia, CEO of Feed It Back, said: "The hospitality industry is an incredibly competitive environment with a number of exceptional brands vying for customers' attention. To compete in this environment, it's no longer good enough for operators to focus solely on what's served on their plates or in their glasses; now they have to scrutinise all aspects of their customer experience, which starts with how attractive they are online.

"Our roots are in hospitality and we highly value the feedback and requests of our customers whenever we look at new product development. Operationally, hospitality is incredibly busy, so identifying areas we can streamline processes and give time back to teams is always a primary focus. With this new innovation, we are not only achieving that, but also increasing the richness of data we provide operators, so they can truly understand how the customer feels about their brand and what levers they need to pull to improve their offer."

The new module is immediately available to all existing Feed It Back customers.



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 set up the business in 2008, drawing 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, and Be at One, to name a few.

Notes:

Issued on behalf of Feed It Back by Fleet Street Communications. For further information contact:

Geoff Campion: Tel: 020 3567 5804 Mob: 07957 251475 Email: geoff@fsc.uk.com

Kate Goodbrand-Dillon: Tel: 020 3567 5811 Mob: 07878 481646 Email: kateg@fsc.uk.com