



4th February 2019

Google continues to be customers' go to review platform

New statistics from Feed It Back's monthly social review tracker has revealed that Google continues to outstrip Facebook and TripAdvisor for its percentage share of online reviews, with figures revealing the platform accounted for 64% of reviews in January.

The statistics, which were taken from thousands of social reviews across the restaurant, quick service restaurant and pub industries, also reveal that TripAdvisor's percentage of reviews remained stable at 25% from December to January. The percentage of reviews left on Facebook has fallen slightly from 12% in December to 10% in January.

Looking at sentiment analysis across the platforms, TripAdvisor saw an increase in its average review rating, which rose from 3.9 in December to 4.0 in January. Conversely, Facebook's average review score fell from 4.4 in December to 4.3 in January. Over the same period, Google's average score remained flat at 4.1.

Digging deeper, Facebook's score has been significantly impacted by its polarised methodology change to a yes/no recommendation, which has seen negative reviews rise from 15% in December to 17% in January. TripAdvisor's increase in positive rating has been driven by an increase in reviews scoring 3.0 and 4.0 out of 5.0.

Comparing sectors, the data reveals that the average customer review in the pub and bar sector remained stable at 4.3 in January. However, the average rating of restaurants fell to 4.1, driven by an increase in negative reviews left across Facebook, where the average rating dropped from 4.3 in December to 4.1 in January.

Analysing reviews across both sectors, 'speed of service' and 'wait time' still dominate the reasoning behind negative reviews. Interestingly, 'price' has been a prominent driver for positive reviews in January, shifting from terms such as 'friendly staff', 'atmosphere' and 'experience' in December.

Commenting on the figures, Carlo Platia, CEO of Feed It Back said: "January is typically a difficult month for the industry, with a perfect storm of people going out less frequently after their Christmas festivities, combined with health-driven new year's resolutions and initiatives, such as Dry January. But, over recent years, the industry has fought back and proactively driven footfall, with the figures suggesting that discount offers and deals have delivered positive reviews this January.

"Google has kick started 2019 where it left off last year, steadily growing its share of reviews across the market. Interestingly, Facebook's move to a polarised methodology in August, which has now all but rolled out across the entire platform, has had an adverse impact on reviews across the restaurant sector, which has seen an increase in negative reviews.



“As social platforms look to increase stickiness, by investing and evolving, it’s imperative that operators are tracking their online reputation and proactively improving it, using true customer insight to inform their business decisions.”

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. To understand more about Feed It Back, and sign up for a monthly copy of this report, please email: allears@feeditback.co.uk

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.

Notes:

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