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## The Alchemist partners with Feed It Back to enhance customer experience

Creative cocktail bar and restaurant, The Alchemist has partnered with industry leading customer feedback and online reputation specialists, Feed It Back to gain extensive customer insight on the entirety of its offer as it looks to accelerate its growth.

The agreement will see The Alchemist implement the full suite of Feed It Back services, giving it access to comprehensive customer insights, through surveys, review platforms and social posts, as well as access to its guest engagement platform, that has been proven to drive loyalty.

The services will be immediately rolled out to The Alchemist's estate of 15 sites across the UK.

The agreement comes after an immensely positive first half of the year for Feed It Back, that saw a significant number of businesses join the business' growing roster of clients, sitting alongside recent wins such as Flight Club, Dishoom, Living Ventures, Revere Pub Company and Gusto.

The Alchemist will also work with Feed It Back's integrated tech partners including Zonal Retail Data Systems, Design My Night, Airship, Wireless Social and Trail to provide a complete guest experience. Use of the partner systems gives access to basket data within Feed It Back, which will allow The Alchemist to personalise feedback questions based on what customers ordered using data captured at the time of booking.

Paul Jones, Head of IT at The Alchemist said: "Giving our customers an exceptional experience is at the heart of everything we do. We're incredibly focused on staying ahead of the curve, fighting for loyalty and keeping our finger on the pulse of what customers want. After reviewing the other systems out there, the decision to partner with Feed It Back was an easy one. We now not only have access to a wealth of customer insight to make informed decisions, but we can open up a new line of communication with our customers to drive loyalty. The cherry on the cake is the integrated nature of Feed It Back's systems, meaning we can smoothly integrate with our existing technology to quickly receive basket information."

Carlo Platia, CEO of Feed It Back added: "We're delighted to announce this new agreement after the start of a fantastic year. The battle for loyalty is intensifying across the industry and becoming a key differentiator between businesses surviving or thriving. Our suite of services have been specifically designed to generate a commercial return and give customers the insight they need to make informed decisions and the opportunity to engage directly with guests. We look

