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PAUL UK partners with Feed It Back to support growth

Leading French bakery and café brand PAUL UK has partnered with industry leading customer feedback and online reputation specialist, Feed It Back, to help support and develop customer experience as the brand continues to expand its estate.

This partnership represents Feed It Back's continued focus on supporting café and grab and go businesses, by providing them with tracking and analysis of customer experience, in a sector which typically has less customer touchpoints than the restaurant and bar industry.

The agreement will see PAUL UK implement the full suite of Feed It Back services, giving the brand 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.

Feed It Back will replace PAUL UK's existing feedback provider and its services will be rolled out across PAUL's 37 sites in the UK.

Gary Cowles, Operations Director at PAUL UK said: "Quality and consistency are two things we strive to deliver to all customers every time they visit us. There is a lot of choice on the high street, and this new partnership will give us immediate insight into how our customers truly feel, so that we can remain ahead of the curve, adapt, and improve our overall customer experience. Technology is a key tool that we're utilising to drive operational efficiencies and decision making as we expand, and I'm confident Feed It Back is the right partner to help us on this journey."

Carlo Platia, CEO of Feed It Back added: "PAUL UK is a fantastic, thriving business and a great example of a quality high street operator. Whether you're a pub, restaurant, grab and go, or café operator, actively tracking and acting on customer feedback has never been more important. We're very much looking forward to working closely with the PAUL UK team and providing them with insight that will propel their business forward."

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 and Be at One, to name a few.

About PAUL:

PAUL is the biggest bakery in France; a "Maison de Qualité" whose values have been perpetuated since 1889 with the opening of its first bakery in Lille. With a passion for good food and commitment to the best traditional baking methods, the company is still family owned having passed down five generations of bakers. PAUL uses traditional methods to produce the freshest bread and best tasting pâtisserie, bringing the authentic taste of real French baking to its local customers across London. Today 4.6 million customers walk through the doors each month and there is a presence in 35 other countries across the world.

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Notes:

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