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Hospitality businesses continue to invest in technology as Brexit approaches

A series of high-profile new business wins for leading online reputation specialist, Feed It Back, over the last six weeks, highlights the hospitality industry's continued appetite to invest in technology in the face of ongoing Brexit uncertainty.

A number of large businesses across the late night, contract catering, competitive socialising, casual dining, and grab and go sectors have partnered with Feed It Back to enhance their guest experience and drive loyalty.

The businesses include: Deltic Group; Sodexo; Tenpin; and Boston Tea Party, amongst others, which all now have access to comprehensive customer insights through surveys, review platforms and social posts, as well as the ability to engage and respond to guests. A combination which has been proven to drive loyalty.

Over the same period, existing customers Loungers and Boparan, have rolled out Feed It Back's services across their Cosy Club, Giraffe, and Ed's Easy Diner concepts, respectively, following strong results across their 133 Lounges and Slim Chickens businesses.

Tim Howard, Marketing Director, Deltic Group, said: "With an expanding group of venues, and evolving concepts, it is incredibly important that we provide the high-quality entertainment experience that we are known for, without exception. Working with Feed It Back, gives us the ability to track and analyse the customer experience across all our formats, and maintain close contact with evolving consumer trends. Recognising the pivotal role that technology plays in ensuring quality and consistency, the choice to partner with Feed It Back was an easy one."

Amber Wood, Managing Director, Cosy Club added: "Maintaining a positive, open and consistent dialogue with our customers is something that is incredibly important to us. With increasing choice and competition on the high street, maintaining this conversation is what keeps our customers loyal. This is where Feed It Back's platform is invaluable to our business. It enables us to see exactly what our customers are saying across all our sites – meaning we can act quickly and provide consistently exceptional experiences"

Carlo Platia, CEO, Feed It Back, said: "What exactly Brexit means for hospitality businesses is at this moment unclear. What is clear, however, is that businesses are

recognising the need to invest in technology to garner loyal customers and stay ahead of continually evolving customer demands.

“With increasing choice on the high street, and consumers becoming ever more selective about where they spend their money, it has never been more important for businesses to actively seek out true, meaningful customer insight, so they can make informed decisions. There is a wealth of insight and data about businesses that already exists out there in the technological ether, we simply help them capture and make sense of it, so they can make smart decisions.”

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.

Notes:

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