

3rd January 2020

Wait times and cocktails drive December review scores

December saw the average social rating come in at 4.2, an increase of 0.1 against December 2018. When looking by channel Google was a key driver with the average rating coming in at 4.2, again up 0.1 year on year, and Facebook is up 0.2 year on year with a score of 4.6.

When looking by segment it's interesting that we continue to see a trend for more negative Christmas reviews to come in on TripAdvisor, with the TripAdvisor rating at 3.9, same as last December. Where Google and Facebook saw increases in the restaurant sector against last Christmas TripAdvisor stayed static at 3.9, and this is a drop of 0.2 from November.

The average rating on TripAdvisor was held under 4 due to a fifth of reviews coming in negative which a repeat of what we saw in 2018, but more positive news was that there was a switch away from neutral reviews, with around 2% of reviews moving away from neutral reviews and switching into positive reviews.

In the Pub/bar segment we saw all ratings drop from November, but Google and Facebook fell to the same levels as December 2018, again we saw more negativity on TripAdvisor, with 21% of reviews here coming in negative, a 4.7% increase against December 2018

Looking at the comments on TripAdvisor, Wait times was the key issue for those guests leaving negative reviews, with 48% of negative reviews talking about a wait, and 34% of reviews mentioning time.

Cocktails continue to be a key theme for those leaving positive comments on Facebook, and 8% of positive reviews on Facebook talked about cocktails, and 6% of reviews mentioning Christmas itself.

Google reviewers continue to talk positively about price as much as their meal, with 3% of positive reviews mentioning both words. With 65% of reviews coming from Google in December knowing that price is as big a concern as the meal for the Google reviewers highlights the importance of ensuring the guest feels they are getting value for money.

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.