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Feed It Back and Eagle Eye Solutions launch free initiative to help drive customers back to outlets when they reopen

Feed It Back and Eagle Eye Solutions are teaming up to support hospitality operators fight back from the challenge of coronavirus by offering free use of their marketing platforms.

While many operators have turned to offer delivery and click & collect services during lockdown, both companies are offering free use of their respective platforms to reward customers for completing customer feedback surveys. This exciting new initiative is designed to help drive loyalty and repeat custom post-lockdown with vouchers that incentivise a visit when venues and outlets reopen.

Operators serving delivery and click & collect customers can include point-of-sale material with their orders, which directs them to a fully branded and customisable survey. Upon completion of the survey, customers are then rewarded with a promotional voucher issued by Eagle Eye's AIR platform, to drive footfall back in-venue when the time is right.

Feed It Back's customer feedback platform is fully integrated with Eagle Eye's digital marketing platform, giving a seamless user experience for customers, from accessing surveys through to voucher redemption. Clients already using the solution have seen voucher redemption rates exceeding 60%.

Al Henderson, Chief Sales Officer at Eagle Eye said, "The ability to gather customer feedback and contact details has never been so important in these challenging times. This initiative allows operators to use our platforms for free to reward customers for their online orders whilst incentivising them to visit their venues when lockdown lifts."

Carlo Platia, CEO at Feed It Back said: "Operators are working hard to generate sales via delivery and click & collect, whilst also planning how best to fully reopen. This initiative will give operators, at no cost, the data to perfect their delivery and click & collect process, to ensure these sales are maximised and to drive those customers back to their outlets when they reopen."

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, Las Iguanas, Dirty Martini, Brains, and Be at One, to name a few.

For further information at Eagle Eye, please contact: Carlo Platia, CEO Email: carlo@feeditback.com

About Eagle Eye Solutions Group Plc

Eagle Eye is a leading SaaS technology company transforming marketing for retailers by enabling them to create digital connections with their customers that enable personalised performance marketing in real-time through promotional coupons, loyalty, apps, subscriptions and gift services.

Eagle Eye AIR provides for the secure issuance and redemption of digital offers and rewards at scale, across multiple channels, enabling a single customer view. We create a network between merchants, brands and audiences to enhance customer acquisition, interaction and retention at lower cost while driving marketing innovation.

The company's current customer base comprises leading names in the UK Grocery, Retail and Food & Beverage sectors, including Asda, Sainsbury's, Tesco, Waitrose and John Lewis & Partners, JD Sports, Greggs, Mitchells & Butlers and Pizza Express. Eagle Eye also have a significant footprint in Canada, working with Loblaws, Shoppers Drug Mart and Esso.

Eagle Eye is headquartered in Guildford, United Kingdom and has offices in Manchester, Toronto, Canada and Melbourne, Australia.

For further information at Eagle Eye, please contact: Martin Pang, Marketing Director Email: martin.pang@eagleeye.com