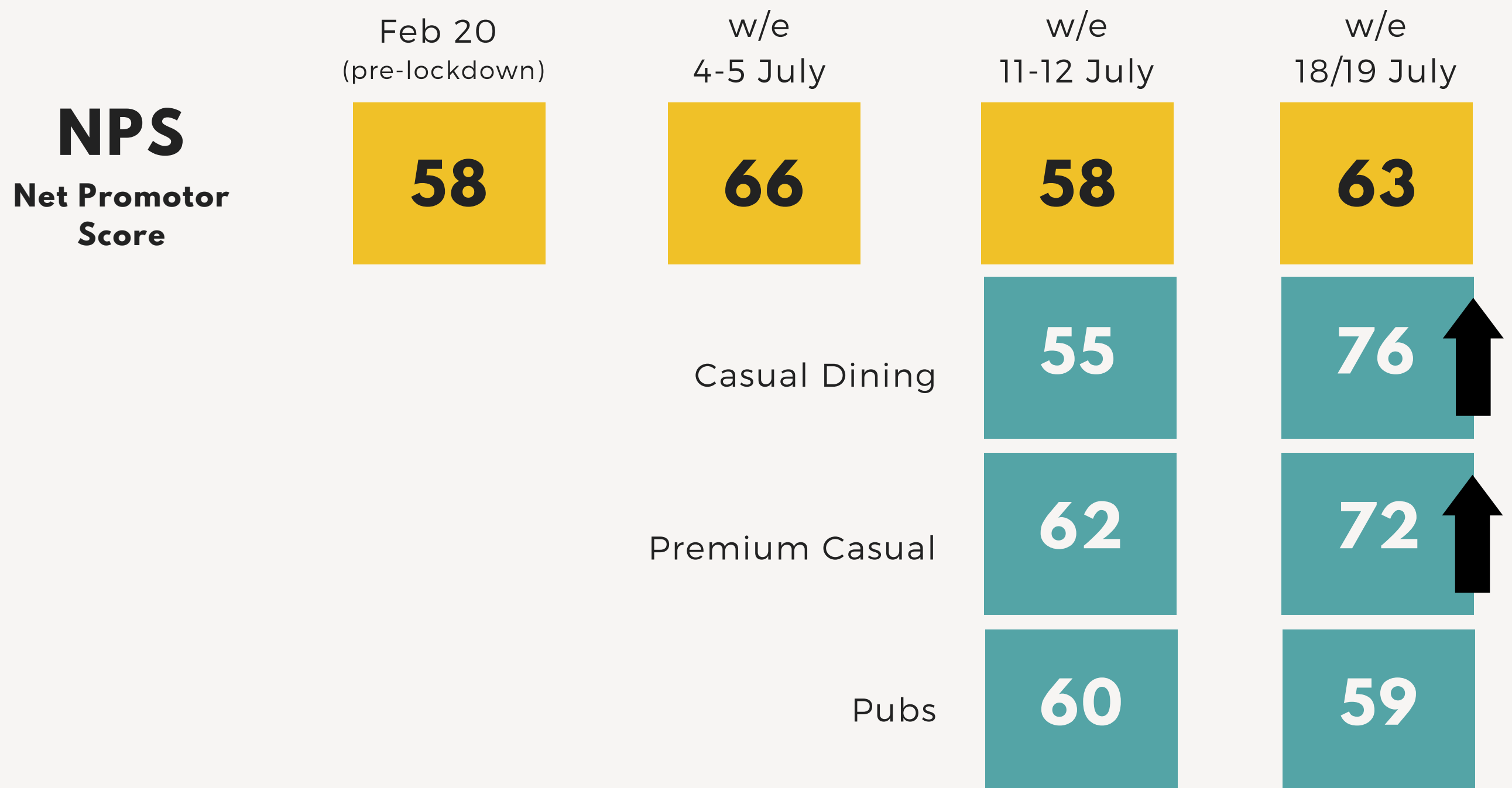




The Customer Sentiment Tracker

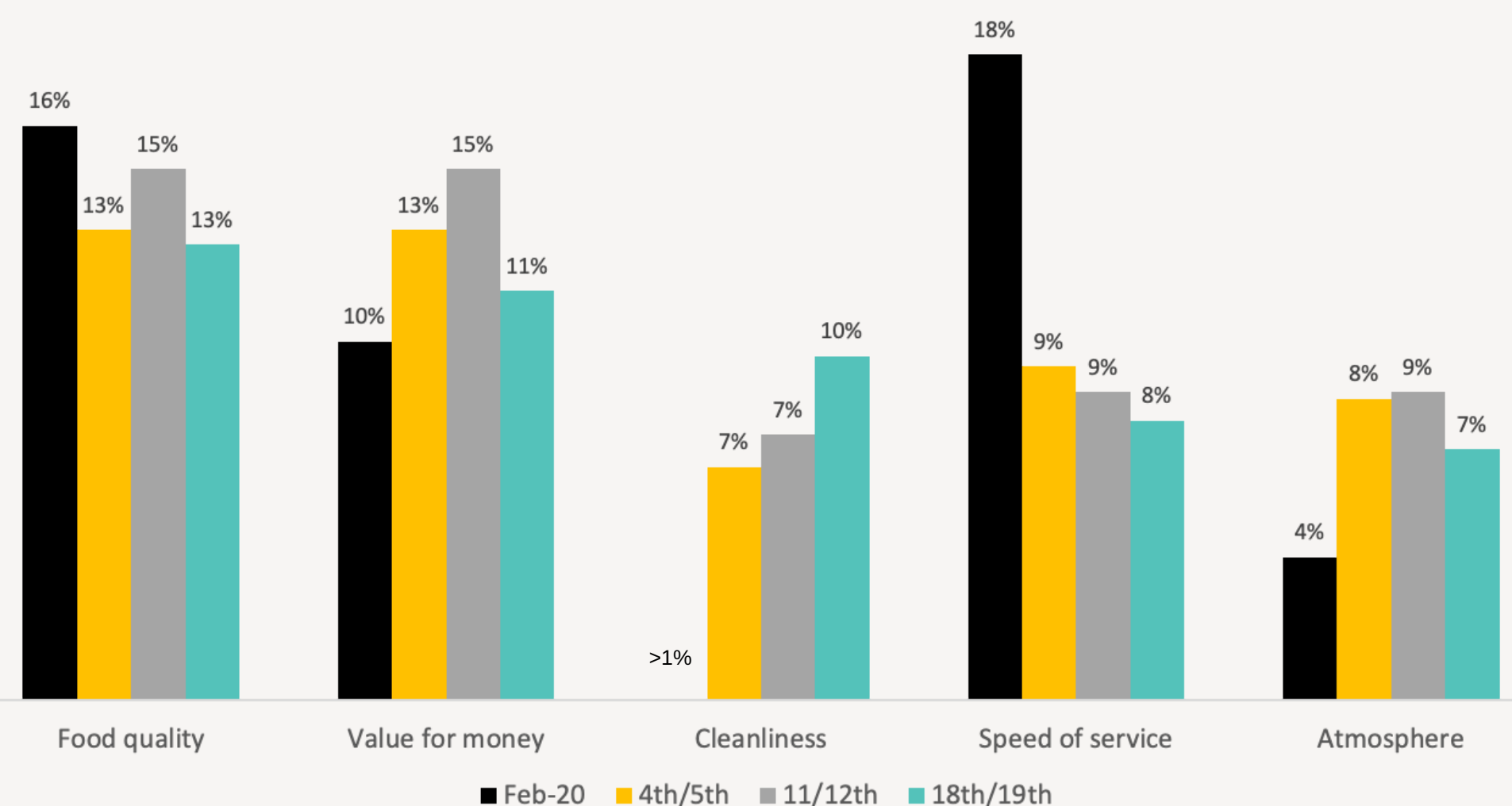
20th July 2020

NPS is soaring above pre-lockdown levels, nearly hitting the euphoria of re-opening weekend. Casual dining and Premium casual are driving the increase.



The top complaints topics pre-lockdown vs re-opening

Food quality remains the top complaint topic. Cleanliness has seen the biggest growth in complaint numbers.



73%

Say visible and regular service cleaning is a MUST HAVE*

Source: Feed It Back, * KAM Media



The Customer Sentiment Tracker

The vast majority of customers are happy with new safety procedures:

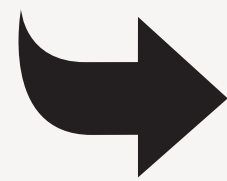
w/e
11-12 July

93%

w/e
18/19 July

96%

said new safety procedures gave them confidence to return



95%

Casual Dining

96%

Premium Casual

97%

Pubs

Top 3 reasons some customers won't return?

(Arrows reflect comparison with previous weekend.)

Covid Hygeine

35%



Service

23%

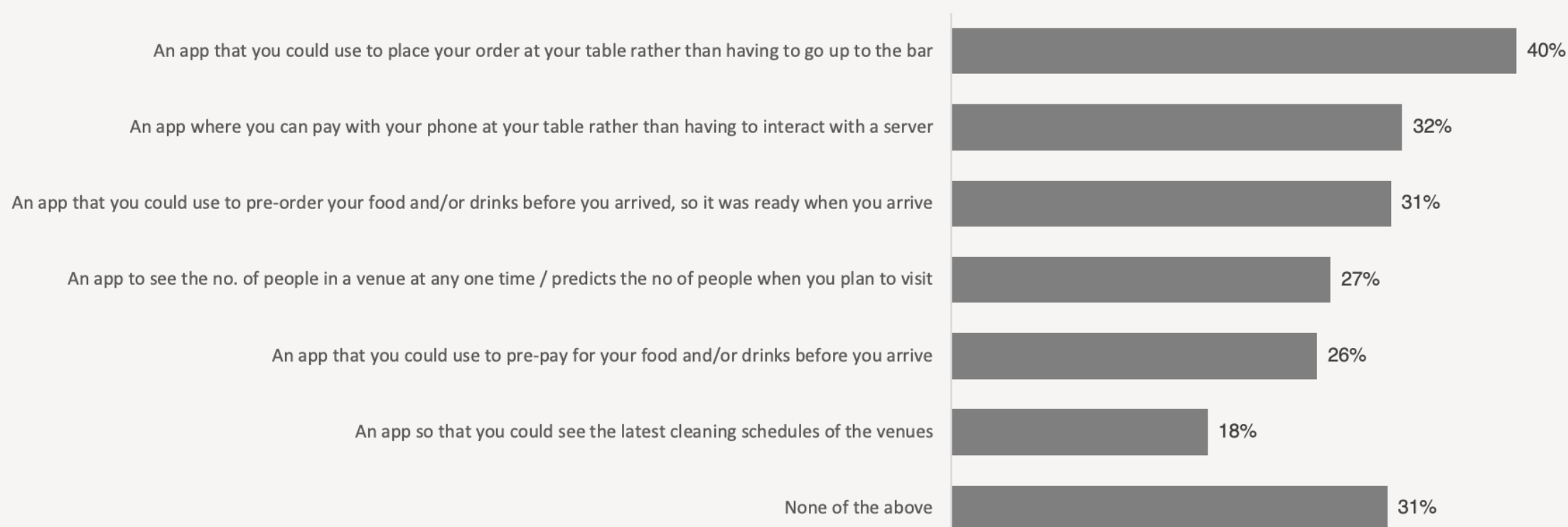


Social distancing

19%



What apps would customers like to see as part of on-going safety measures?*



Source: Feed It Back, *KAM Media