



The Customer Sentiment Tracker

28%

visited a pub or restaurant last weekend

of which..



43%

are happy to now return to pre-lockdown visiting habits

39%

will continue to visit but not to the same extent as pre-lockdown

18%

will not be returning for a while

17%

didn't visit a pub or restaurant but will do in the next few weeks

55%

didn't visit a pub or restaurant and won't be doing so for a while

Source: KAM Media

Of those customers who returned:

93%

said new safety procedures gave them confidence to return

94%

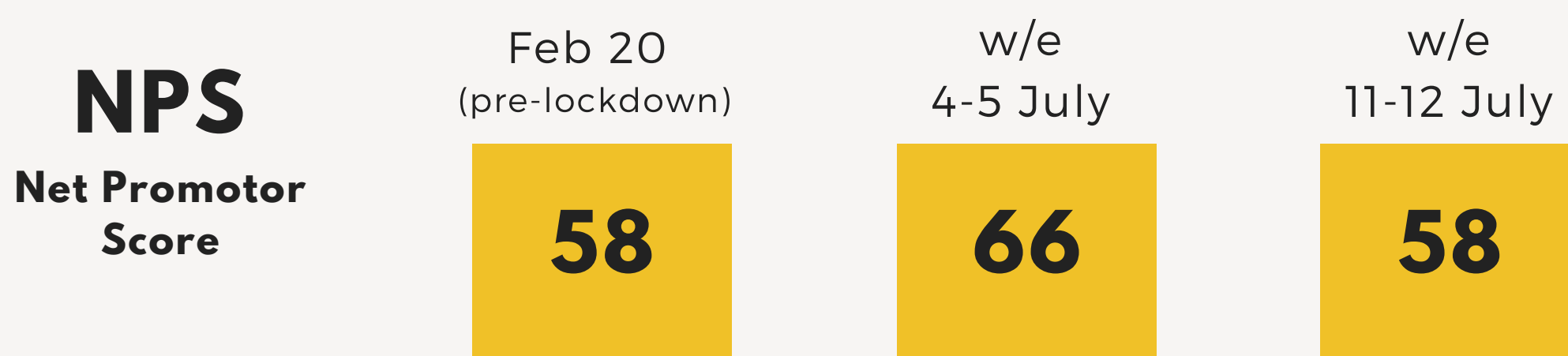
said signage/measures/instructions were clear and made them feel safe

Source: Feed It Back

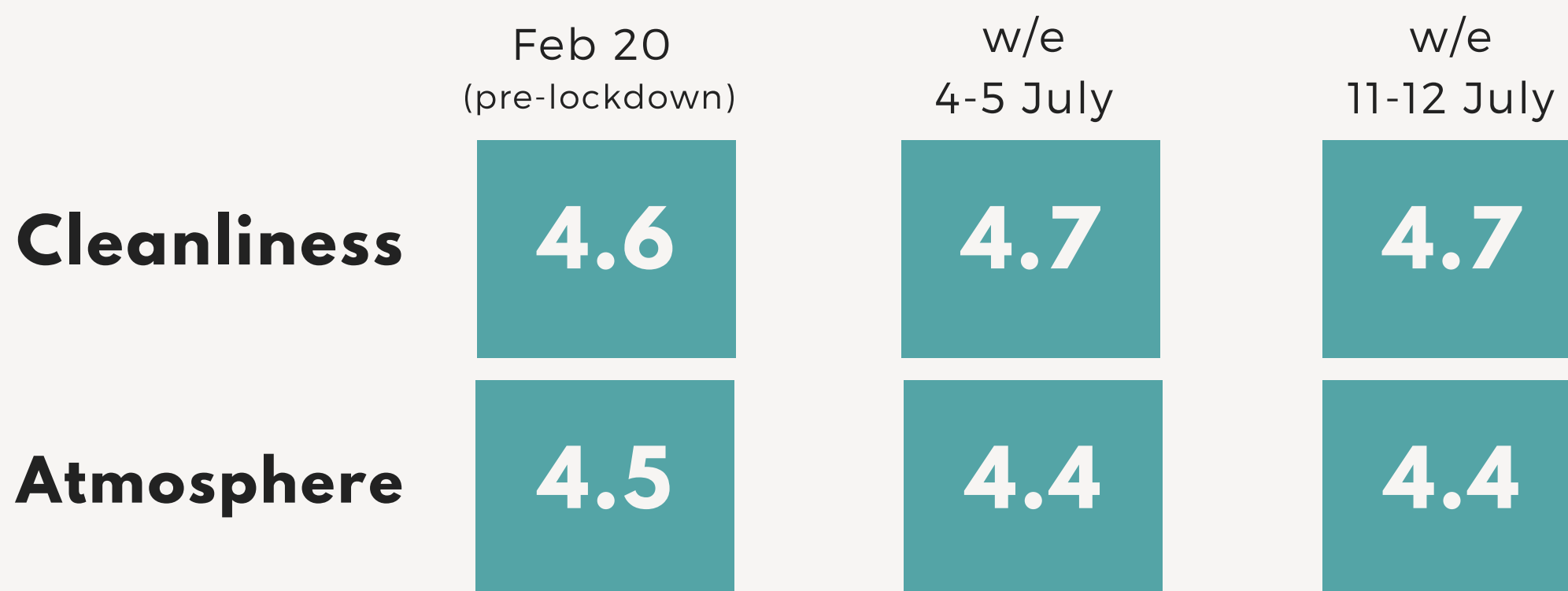


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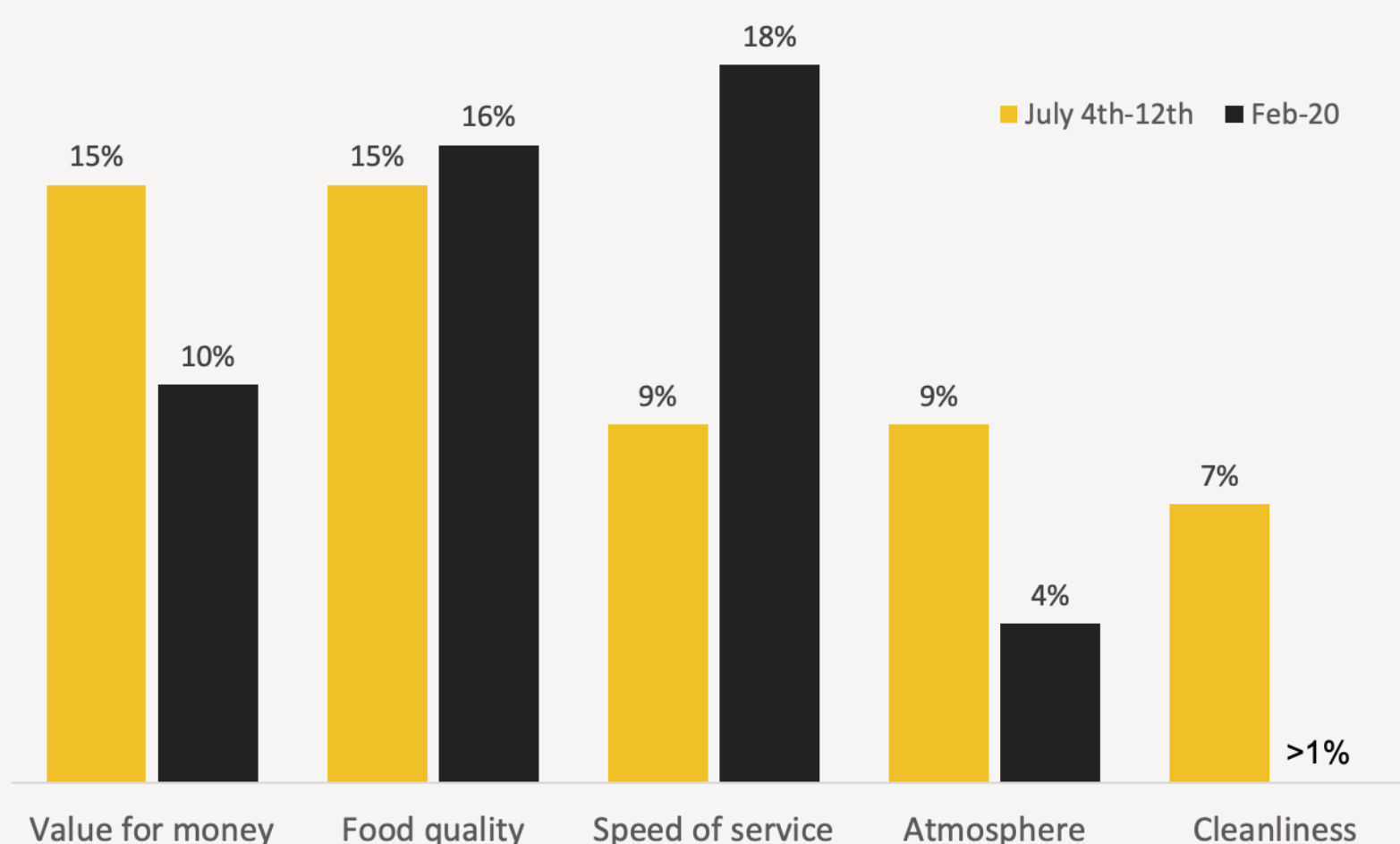
NPS is already reflective of pre-lockdown levels, after an initial boost from the excitement of re-opening weekend. Customer base reflect venues which were open.



Satisfaction ratings pre-lockdown compared to re-opening.



The top complaints topics pre-lockdown vs re-opening.



3in4

say it's the venue's responsibility to ensure they have a positive and memorable experience

Source: Feed It Back / KAM Media