

10th August 2020

Eat Out To Help Out brings out more guests but harsher critics

The latest weekly data from Feed It Back and KAM Media showed mixed results for the first week of Eat Out To Help Out. Feed It Back gathered 13,080 responses for the week of 3rd to 9th August compared to 7,395 the week before. This increase in volume saw a drop in NPS by 5 points to 54, driven by lower NPS in the Monday to Wednesday period when Eat Out To Help Out was running.

Guests have been impressed with the value for money when looking at Monday to Wednesday. However, Thursday to Sunday value scores were driven down, meaning that the overall figure was unchanged from the previous week.

When looking at reasons given by guests for a poor value rating, it's clear Eat Out To Help Out has helped to reduce concerns about pricing, with price as a reason for poor value dropping from 34% to 26%. We saw a 7% increase in guests reporting an issue with their offer/discount, driven by those struggling with the Eat Out To Help Out discount or reporting confusion about the issue. Guest expectations regarding the food quality also changed from last week, with food quality as a reason for poor value jumping from 15% to 24%. Dish execution is key to improving overall value perception here.

The 'Confidence to Return' based on Covid 19 procedures held firm at 94%, only 1% down from the week before, and concerns regarding serving staff not having masks or other PPE dropped by 3%. However, concerns regarding social distancing (tables too close, guests too close, overcrowded) rose by 4%, and concerns about no track and trace taking place rose to 3%

Operators can trial the Feed It Back system for free right now and see how they compare with their industry peers. To receive the tracker directly to your inbox email allears@feeditback.com

KAM Media

KAM Media is a boutique research consultancy, specialising in hospitality and retail. Our research and insights tools, and services, are designed to give our clients the critical

knowledge needed to understand why, where, when and how to create an impactful and engaging customer experience, at every stage of the journey.

For more information contact:

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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.

It currently boasts a range of clients including: Loungers, Boston Tea Party, Tenpin, Brains, and Paul UK, to name a few.

For further information, contact allears@feeditback.com