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Tables and Toilets the key concerns in the latest Customer Sentiment Tracker

The latest weekly data from Feed It Back and KAM Media shows NPS stable, with an increase of just 1 point to 55 across the UK hospitality industry as Eat Out to Help Out continued to pull in more punters but also harsher critics. Feed It Back gathered 14,944 responses for the week of 10th to 16th August compared to 13,080 the week before. NPS scores came in lower for the Monday to Wednesday (49) and then improved when looking at the rest of the week (61).

Eat Out To Help Out has certainly helped with guests' value issues, and after the initial week where some guests reported confusion or issues over discounts and offers, this type of complaint dropped from 9% to 4%. However, it's worth noting that guests continue to watch their wallets carefully, and of those guests leaving a value complaint, 5% mentioned that they wouldn't be prepared to pay the price without the Eat Out To Help Out discount.

The confidence to return based on Covid 19 procedures dropped slightly to 93%, and the main reason for a guest being unhappy to return is still social distancing. Based on feedback obtained, many operators have now encouraged staff to wear Masks/PPE. As a result, there have been fewer complaints about 'lack of masks/PPE' which dropped from 14% to 12%. However, of reasons given for not feeling safe to return, issues relating to inadequate or no Covid procedures in place rose from 9% to 14%. Issues cited in this area included one-way system issues, explanations on measures or in some cases no perceived protocols in place.

Looking at cleanliness complaints, tables not being cleaned frequently or thoroughly enough continues to account for over a fifth of cleanliness comments, and although toilet complaints dropped from 19% to 13%, it remains the 2nd largest topic. Getting your Tables and Toilets right will no doubt ensure more guests will keep coming through the door.

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 alleras@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.

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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