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Service a key challenge as guests take advantage of Eat Out to Help Out

The latest weekly tracker data from Feed It Back and KAM Media saw more guests coming out to enjoy the last full week of Eat Out to Help Out, however service scores declined from the previous week in all segments.

According to 22,617 customers who completed a Feed It Back survey across 914 hospitality venues between Monday August 24th and Sunday 30th, service increased by 3% as a reason why a guest wouldn't return. However, concerns about inadequate social distancing remained the number one factor preventing revisits, with 19% of guests saying they wouldn't return for this reason.

Looking at the value for money, the 5% of guests who rate value poorly say that they would not be prepared to pay for the food without the Eat Out to Help Out offer in place. Portion size increased as a reason for a low value score compared to last week, from 13% to 15%.

Feed It Back CEO Carlo Platia comments: "Eat Out to Help Out has been a great success in terms of getting more people through the door, and it's great to see more key household budget holders (aged 35+) come through to leave feedback versus the Mondays to Wednesdays in July. However, the expectation of a smooth, safe service, and a feeling across a large number of guests that prices have increased and portion sizes have reduced, means that bringing these guests back in will present a challenge."

Operators can trial the Feed It Back system for free right now and see how they compare with their industry peers in the 'Customer Sentiment Tracker'. To receive the tracker directly to your inbox each week, 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.

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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