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Toggle integration with Feed It Back

The integration with Toggle allows operators to incentivise customer feedback and encourage return visits as well as the ability to recover customers with a gift card after a complaint (or to surprise and delight loyal guests) directly from the Feed It Back platform.

Carlo Platia, CEO of Feed It Back, said: “The integration between Feed It Back and Toggle has been tremendously important to our customers over the past year. The ability to use gift cards to drive customers to purchase direct rather than through 3rd party delivery companies, whilst capturing contact details, preferences and feedback to improve future targeting and refine the offering.”

Dan Brookman, CEO of Airship and Toggle, said: “Feed It Back + Airship + Toggle is one of the most powerful tech collaborations for hospitality operators. Airship connects all your data to drive up submissions, Feed It Back analyses the responses to guide operational change and Toggle vouchers push tracked return visits to convert detractors or cement promoters. This really does help close the loop for operators. The ability for any Feed It Back user to issue a Toggle voucher directly from the Feed it Back dashboard is a gamechanger.

Feed It Back

Feed It Back is the customer experience dashboard for hospitality operators. It will gather the data to tell you how customers are feeling about your business and shows how you're performing across your estate, by region, by venue, in absolute detail. You can see what customers love and exactly where they think you can improve to keep them coming – so they recommend you to others. Feed It Back's experts become part of your team, highlighting trends, making sure you don't miss subtle details and sharing insights to help you build your reputation.

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

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