



# Feed It Back Academy

Bringing data and behaviour together to consistently  
deliver a memorable guest experience

# Feed It Back Data is your Superpower!

Critically appraise your business in minutes. Your Feed It Back platform tells you everything you need to know about your customer experience and guest journey and what you need to change in order to do better.

GMs, Area Managers & Ops Directors no longer need to spend hours observing 'on the shop floor' to understand what's going well and what should be a focus for change because, in this digital age, your customers have already told you. The answers are there and can be found instantly, they are at your fingertips.

The session will demonstrate how fantastic your Feed It Back platform is as a business tool. You will learn how to analyse multiple areas of your business in one place. After the session, you will be able to quickly identify areas for improvement, and we will even give you some quick and simple tools to help you fix them. The sessions are interactive, informative, engaging and fun!

Purple Story collaborates with Feed It Back and delivers the Feed It Back Academy as an integral part of the client onboarding process to ensure that operators harness the tools available on the platform to deliver industry-leading guest experiences.

Feed It Back installs the tools for gathering customer insight & Purple Story installs the mindset.

Technology & Data + Mindset = Operational Excellence & Competitive Advantage.

## **The Academy Session**

A 2-hour fun and interactive, personalised online session for up to 25 delegates.

- A brave new world – the changing face of the workplace.
- An introduction to the Action & Insight Experience Model.
- Your Operational Excellence Tool Kit.
- Harness the data & critically appraise your business.
- If you can see it, you can fix it!

## **Delivery**

Your session will be delivered by Karen Turton (KT), CEO & Founder of Purple Story. KT is an operator at heart with three decades of commercial and leadership experience in senior operational roles and an awe-inspiring reputation in the hospitality sector. Karen developed the Academy Session with Feed It Back so that clients can get the most out of their investment in the platform.

**For more information on the Feed It Back Academy, please contact: [academy@feeditback.com](mailto:academy@feeditback.com)**