



HGEM lands deals with eleven dining & hotel groups

Guest experience management expert, HGEM, has partnered with eleven hospitality operators during the final quarter of 2018, including Loungers (pictured), Carluccios, Byron, The Calcot Collection, Tonkotsu and Busaba, to help maximise their guests' experience and drive loyalty and sales.



The contracts – all of which have been agreed for a minimum of 12 months – have a combined value of £875k.

Working with more than 6,000 hospitality venues, HGEM provides detailed guest experience insight, collected from customers, employees and mystery guests, available to view through its innovative platform, The Hub.

Designed to help busy operators quickly benchmark their performance, The Hub uses a range of guest experience measures, including social reviews, surveys and mystery guest assessments, allowing managers to easily identify actions for team development and business improvement.

Steven Pike, Managing Director, HGEM, commented, "We are delighted to have recently added ten brilliant new brands to our client base, as well as welcoming back Carluccios in order to enhance their guest experience offerings and drive additional footfall and revenue.

"We look forward to working with them closely over the coming months to help them utilise the data provided to deliver the best possible results for their business."

31 January 2019 | 1210 Reads