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Star enlists guest experience management platform to drive sales

Multi-site pub operator, Star Pubs & Bars has signed HGEM to support its licensees and managers to gain insights from detailed mystery guest reports and analysis in The Hub, HGEM's management platform, in order to drive sales growth.

The programme, which is set to take place across 2,700 locations, will provide Star Pubs & Bars with in-depth guest experience reports to benchmark performance at site and area levels and identify opportunities for development and improvement. The visit reports will enable Star Pubs & Bars to establish and reinforce best practice, while The Hub (HGEM's innovative reporting platform) will allow the company to monitor performance on a wide range of different indicators.



Mark MacDonald, National Supplier Manager for Star Pubs & Bars, commented, "We are pleased to be working with HGEM, over the next three years, to drive sales growth through mystery feedback. The company's proven track record of auditing pubs, the quality of their information management systems and the cultural fit made HGEM the perfect partner to improve our pubs and customer experience."

Steven Pike, Managing Director of HGEM, said, "We are delighted that Star Pubs & Bars has come on board as a client. They have a clear vision for the future and we look forward to working with them to empower their teams to make a real difference to their operations."

HGEM's class-leading mystery visits objectively measure the delivery of standards, processes, behaviours and opportunities for a brand, obtaining insightful feedback in order to inform company operations.

The Hub is a Guest Experience Management (GEM) platform, designed to help busy managers quickly benchmark their performance against a range of guest experience measures – including online reviews, guest feedback and employee surveys – in order to easily identify actions for team development and business improvement.

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