

STAR PUBS & BARS SIGNS WITH HGEM TO REFINE GUEST EXPERIENCE



Heineken-owned Star Pubs & Bars has signed with guest experience management company HGEM to help its licensees and managers gain insights from mystery guest reports and analysis.

The programme will take place across 2,700 sites and provide in-depth guest experience reports at site and area level. The reports will enable Star Pubs & Bars to establish and reinforce best practice, while The Hub will allow the company to monitor performance on a wide range of indicators.

Star Pubs & Bars national supplier manager Mark MacDonald said, "We are pleased to be working with HGEM over the next three years to drive sales growth through mystery feedback."

HGEM managing director Steven Pike added, "We look forward to working with Star Pubs & Bars to empower its teams to make a real difference to operations."