

BY ON-TRADE PROGRESS ON JULY 6, 2018

AT YOUR SERVICE

### **HGEM launches new guest experience platform that combines guest insight with team performance.**



Guest Experience Management experts HGEM have launched 'The Hub'. A new Guest Experience Management (GEM) platform aimed at rapidly equipping managers with all the insights necessary to monitor not just the guest experience but also its relationship with the team's performance on core standards.

Recognising the important part teams play in the delivery of an exceptional guest experience, for the first time, The Hub by HGEM combines detailed operational assessments with modern guest surveys and social reviews from Google, TripAdvisor and Facebook.

The fast and easy-to-use platform offers a wide range of interactive reports, including KPIs, NPS analysis, guest journey tracking, survey and audit results, social reviews, menu performance and leaderboards.

By combining information from multiple sources, managers can quickly identify strengths and weaknesses, align service standards with guest perceptions, and make informed business decisions to drive continuous improvement.

For busy managers with multiple sites, the GEM App' is designed to provide access to key results quickly and to facilitate instant discussions.

**HGEM Managing Director, Steven Pike,** said: "We have been measuring and assessing experiences in various ways for many years. But really effective Guest Experience Management always starts with your team. Engaging team members at an early stage, helping them to buy into the unique culture of the brand and to understand what is expected from them is vital to ensure you deliver an exceptional guest experience.

Our new offering will help managers to monitor their social reputation, listen to their guests and review team performance in detail, all in the same place. The net result is better managed guest experiences and a greater likelihood of returns and recommendations."

The Hub which previewed at The Propel Summer Conference is available now, so for more information about The Hub's initial key features or to book a demo visit [hgem.com/the-hub](https://hgem.com/the-hub) or contact HGEM on 01225 470 999.