



Chipotle and Honest Burgers sign with HGEM for cross-site

customer feedback: Guest experience management expert HGEM is providing cross-site customer feedback to casual dining brands Chipotle Mexican Grill and London-based Honest Burgers, which is backed by Active Private Investment. HGEM will support Honest Burgers' expansion through high-frequency mystery visits to gain feedback on guest experience at sites during their first key weeks of opening. HGEM will also assess guest experience at restaurant closing times, with late-night mystery visits across all Honest Burgers' 23 sites. HGEM will work with Chipotle to measure and improve guest experience at its 12 sites in London and Paris. HGEM said it had already built an online feedback site for Chipotle. HGEM managing director Steven Pike said: "We're delighted to be playing our part in supporting the growth and success of these two innovative brands. The important thing is nurturing a culture to reflect, understand and take positive action on the results."