

Propel info

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Edited by Paul Charity, named second most influential sector journalist by research and insights firm Allegra Strategies

HGEM to help 11 more operators with guest insight following contract wins in final quarter of 2018:

Guest experience management expert HGEM has partnered with 11 hospitality operators during the final quarter of 2018, including neighbourhood cafe brand Loungers, Carluccio's, better burger brand Byron, ramen specialist 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 £875,000. Working with more than 6,000 hospitality venues, HGEM provides detailed guest experience insight that is available to view through The Hub platform. It 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. HGEM managing director Steven Pike said: "We are delighted to have added ten brilliant brands to our client base as well as welcoming back Carluccio's 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."