

# Propel info



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

## MORNING BRIEFING FOR PUB, RESTAURANT AND FOOD SERVICE OPERATORS

### Tue 2nd Apr 2019 - Propel Tuesday News Briefing

**Star Pubs & Bars signs with HGEM to refine guest experience and drive sales:** Heineken-owned Star Pubs & Bars has signed with guest experience management expert HGEM to help its licensees and managers gain insights from mystery guest reports and analysis in The Hub, HGEM's management platform, to drive sales growth. 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. The company's proven track record of auditing pubs, the quality of its information management systems and the cultural fit made HGEM the perfect partner to improve our pubs and customer experience." 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."