

# Rise & Shine

Your morning slice of hospitality news in the South West

## **Guest Experience Management platform launches**

HGEM are launching The Hub – a new Guest Experience Management (GEM) platform. They say it's 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."

The platform combines detailed operational assessments with modern guest surveys and social reviews from Google, TripAdvisor and Facebook. 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."