HGEM Launches New Guest Experience Platform that Combines Guest Insight with Team Performance

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The Hub
by H G E M

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 or contact HGEM on 01225 470 999.

Here are your highlights

dates
Last 12 Weeks

area
All

locations
Bath

Barometer | Assessments + NPS + Reviews

81

Assessment Score
87.2

Net Promoter Score
8.81

Social Review Rating
4.53

Barometer Trend

My Scores | All locations

January 2018 | February 2018 | March 2018 | April 2018 | May 2018 | June 2018

Guest Journey

My Scores | All locations

Telephone Enquiry | Food & Drink | Team | Environment | Lasting Impressions | Payment & Departure | Service Standards

Most Improved Areas | Key Opportunities

Recent Comments

All

Thu Jun 7th   Service Standards
We received our food 25 minutes after ordering. We felt this was reasonable.

Thu Jun 7th   Environment
We saw a Caribbean party night being advertised.

Thu Jun 7th   Team
We saw a male in a grey shirt and smart black jeans. He was 5'6 with ginger hair.

Thu Jun 7th   Service Standards
We were not offered more drinks.

Wed Jun 6th   External Review
A great venue with great staff. The food was amazing.

Wed Jun 6th   External Review
Never been before and this was a great visit! Great food, service and atmosphere! We will be back.

Wed Jun 6th   External Review
What a great restaurant!

Fri Jun 1st   About your visit
During this visit no one stood out

Thu May 31st   External Review
The service was very good and the food was great. Good view of the river and easy parking. I would recommend this restaurant.