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Fourth and HospitalityGEM unite to deliver operators with insight 'holy grail'

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Fourth, which provides software to the hospitality industry, and HospitalityGEM, the guest experience management company, have announced a business intelligence partnership.

The collaboration will give bar, pub, restaurant and hotel operators a 360-degree picture of their businesses. It will combine key business metrics across the strategic pillars that drive hospitality businesses: financial performance, people and HR data, guest feedback and mystery diner scores.

The key data sets will be combined and integrated on the Fourth Analytics platform, with operators able to analyse and triangulate the information across a single dashboard.

Mike Shipley, Analytics & Insight Solutions Director at Fourth, said: "This is the insight 'holy grail' for hospitality. It will deliver key information across the key areas that operators absolutely need to monitor and analyse continuously: how the company or venue is performing financially; how employees are doing; how the business is performing against its brand standards and what the guests are saying about their experiences.

"It will for the first time allow hospitality operators to triangulate and overlay key insights, delivering a 360-degree picture of their business, in an easy-to-understand, digestible format."

An intelligent platform using graphical dashboards, Fourth Analytics was launched to give operators the ability to compare data from all areas of their businesses. Drawing from a range of Fourth applications that track, for example, HR, stock control and payroll, the analytics platform also integrates information from other areas of the company, including EPOS.

HospitalityGEM uses a personal approach and modern software to provide hospitality operators with tools for intelligence gathering, guest engagement and staff learning.

The new integration enables data from mystery visits and guest feedback to flow into the Fourth Analytics platform via an overnight feed, providing operators with graphical dashboards from which they can view all important statistics for their business. The initial pilot of the partnership was run with wagamama and Carluccio's.

Steven Pike, Managing Director at HospitalityGEM, said; "While Fourth develops software to help businesses in the hospitality industry to manage costs, we help them grow sales by creating the perfect guest experience, and we felt this created a great partnership. Whether they are looking to identify profit boosting shift patterns or compare how different teams impact sales through upselling, the integration will allow operators to view these patterns at the click of a button. Fourth and HospitalityGEM have a lot of mutual customers whom we hope will benefit considerably from our integration."