

New reports from pub mystery guests will improve business says Greene King

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By Rob Smyth



Rooney Anand, chief executive officer of Greene King.

A new, easier to read report will ensure licensees learn more from mystery guests' visits and the new system will focus on pubs which will benefit most from the feedback, according to [bosses](#) at a Burton pub giant.

Bosses at Greene King, based in Centrum 100, revealed that this will mean that pubs can hone in on what they are doing well as well as what they may need to change. Greene King Pub Partners has worked with HospitalityGEM to produce a guide for licensees on how to interpret the new reports and use them to improve their business in true partnership.

Pubs are marked on [product](#) range, environment, service, communication and price using a red/amber/green dashboard system and results are aggregated into an overall visit score.

Clive Chesser, managing director of Greene King Pub Partners, said: "For our licensees to maximise the value of a mystery guest programme honesty is the best [policy](#). Through Hospitality GEM, we are providing licensees with much deeper feedback than before about their pubs because the devil is in the detail. We are certain our licensees will embrace the high quality of the feedback and work on improving their overall scores for any future visits. We are delighted to be teaming up with HospitalityGEM because we know how thorough they are and the diligence with which they go about their work."

A mystery guest's evaluation work starts before they have even arrived by finding the pub's online presence and seeing how clear and up-to-date it is. It progresses through the whole guest journey, evaluating everything from first impressions, team behaviours and the ordering process for food and drink.

The reports present how the pub performs in impressive detail, using a range of questions based on standards and best practice in the sector, including whether they were asked to set up a tab, if glassware was chip-free and even that any background music was set at the right level.

Steven Pike, managing director of HospitalityGEM, said: "We have enjoyed working with Greene King Pub Partners to take their clear strategic objectives and frame the guest experience that they would like to help licensees to achieve. We have felt like a partner, rather than a supplier, and this adds to our determination to continually evolve the programme as a useful resource to pubs and area [managers](#) . The quality and usefulness of our work is everything to us. We look forward to growing our relationship with Greene King Pub Partners and to playing our part to helping them to stand out on the high street."