

Propel info

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HospitalityGEM reports 25 new clients in 2015 and £400,000

revenue boost: Guest experience management expert

HospitalityGEM has reported it secured a total of 25 brands within the hospitality and leisure sector as new clients in 2015 and grew its revenue by over £400,000. HospitalityGEM's new clients include a number of prominent national brands such as premium bar operator Revolution Bars, which uses regular mystery visits and revisits across its estate and smokehouse chain, Reds True Barbecue, which has introduced monthly GEMvisits across its six sites to monitor its brand standards and gain valuable feedback from customers to perfect its offering. Benito's Hat, the London-based Mexican food group and the Oklahoma styled barbeque restaurant group Grillstock are utilising both GEMvisits and GEMdirect to gather feedback from its diners and monitor brand consistency and service standards. Other notable organisations that have called upon HospitalityGEM's skills this year include Tossed, Empire Cinemas, Village Hotels and Cotswold-based luxury hotel operator, Lucky Onion. Steven Pike, managing director of HospitalityGEM, said: "2015 has been a fantastic year for HospitalityGEM. The large volume of exciting new contracts is testament to our dedicated and personalised approach to helping our clients deliver outstanding guest experience management. We are excited to be increasing our influence within the hospitality sector and are constantly refining our portfolio of services, demonstrating our ability to adapt to the varying needs of our clients, both existing and new. It is getting harder and harder for operators to stand out within thriving hospitality market, already brimming with choice. This year we have helped more clients than ever before to find new ways to engage with their audiences, create memorable experiences, and build a successful business in the process."