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HospitalityGEM secures Greene King, Punch and St Austell

Brewery as clients, boosts revenue by more than £300,000: Guest experience management expert HospitalityGEM has secured major pub brands Greene King, Punch and St Austell Brewery as clients, which has increased its portfolio by more than £300,000 in revenue. Punch has introduced mystery guest visits to about 400 of its pubs per month, with a particular focus on supporting pubs undergoing change. Similarly, Greene King has also decided to use mystery visits to support trading objectives in its tenanted division, with about 2,500 scheduled to take place annually at targeted sites. This activity will focus on the pubs that will benefit most from structured feedback. Meanwhile, St Austell Brewery has expanded an initial agreement to provide its 30 managed pubs with monthly mystery visits to include biannual visits to 135 tenanted pubs. HospitalityGEM has also taken over and branded the "Smiles" survey site, which St Austell uses to engage with and listen to its guests. HospitalityGEM managing director Steven Pike said: "The main theme that seems to run through the requirements of each of our new pub clients is the need to provide detailed and dependable reports on individual guest experiences that pub managers can use to reflect, learn and improve. In the tenanted market in particular, it's being viewed as a service to publicans rather than as a standards audit – there to help them be successful and to grow their business in an ever changing, challenging market place."