

Propel info

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MORNING BRIEFING FOR PUB, RESTAURANT AND FOOD SERVICE OPERATORS

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HospitalityGEM and Trail reveal guest experience reporting

partnership: Guest experience management experts HospitalityGEM has partnered with operations management app Trail to add guest experience reporting to a range of data feeds to help general managers keep on top of their operation. Trail is an operations management app that distributes tasks for teams to follow step by step. It focuses on management of repeat processes and delivering business critical tasks to the right people at the right time. Using the app allows businesses to scale efficiently, cut admin and maintain operational standards. Reports from guests, including detailed mystery visits, can now appear in the "trail" of daily tasks, all of which are tracked to ensure appropriate actions are being taken throughout the day to maintain a consistently high standard of service. Managers view headline results and can link to a deeper level report where required. HospitalityGEM managing director Steven Pike said: "Co-ordinating data and actions in this way will help managers to be better informed and more effective in driving standards and revenue."