

Propel info

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Eight brands sign with guest experience management company

HospitalityGEM: Eight brands have signed with guest experience management expert HospitalityGEM, growing its revenue by £135,000 in three months. In addition to new contract wins, HospitalityGEM achieved growth through extensions to contracts with existing clients, including Tesco Cafés who have introduced monthly GEM visits to ensure consistency across the estate. Boston Tea Party, the ethical café brand, has increased its GEM visits to weekly to increase the level of insight into the developing brand. HospitalityGEM's new clients include ramen specialist, Shoryu Ramen, which has introduced GEM visits across its four sites to ensure consistency. Bath Ales, the Bristol-based brewery will be utilising GEM visits across all eleven sites and GEMdirect to gather feedback from its expanding market of real ale drinkers. To support its brand message of British comfort and cuisine, The Epicurean Collection has introduced monthly GEM visits to each of its 15 sites and quarterly overnight stays. Hampshire-based pub company Ideal Collection has introduced GEM visits in all six of its sites to make sure the local feel of each is preserved. In an expanding international market, Dubai-based Reform & Social Grill, based on the gastro-pub concept of its sister site in London, has introduced GEM visits to audit the pub and ensure service standards remain high. Fine dining restaurant group, Lima, has also introduced GEM visits to ensure standards are maintained. HospitalityGEM has also been hired by London-based Noodle House to guarantee food quality is of the highest standards with GEM visits twice a month. To ensure West London based cafe, Megan's, can uphold quality through its diverse offering, weekly GEM visits at different times of the day have been introduced.