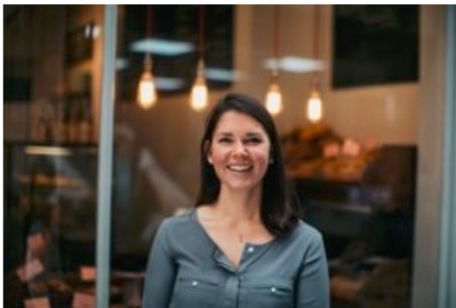


▲ HospitalityGEM become HGEM



HospitalityGEM has completed the amalgamation of its brands to operate as HGEM, in line with its evolution to be the authoritative voice on guest experience management. The client-facing HospitalityGEM division of the business and guest-facing The Mystery Dining Company will both now function under the umbrella HGEM brand, in order provide a more holistic approach to clients across the hospitality sector. As part of the company's mission to professionalise the discipline of guest experience management, HGEM has developed a unique framework alongside the brand

repositioning. The 'GEM Wheel' will help operators to define their expectations for key aspects of the guest experience, to measure performance against these expectations and to take actions to improve results. The rebrand coincides with the appointment of client success manager, Amy Dignon (pictured), as the company evolves its software and service offer as part of the transition to HGEM. The new role will lead clients in best practice across all aspects of the guest experience, helping operators to explore ideas to improve the customer journey at a more strategic level. Her decade of experience within the hospitality and leisure sector – including roles as a restaurant manager at the De Vere Group and client manager at the Glasgow 2014 Commonwealth Games – combined with her experience at HGEM to date ensures she is best placed to understand the challenges faced by operators across the sector and help develop practical solutions. "The management of the guest experience is a core function in any hospitality business. The combination of industry experience and growing technical capability makes HGEM uniquely positioned to shape the landscape for how businesses not only measure the guest experience but take actions to improve it," said Steven Pike, managing director of HGEM. "The rebrand is more than a refreshing new look – it's a statement of intent for how we intend to empower businesses and individuals in creating amazing hospitality experiences. We recognise the value of being an extension of our clients' teams in order to achieve this, and Amy's experience is perfectly suited to help them go from strength to strength in creating a premium guest experience," he added.