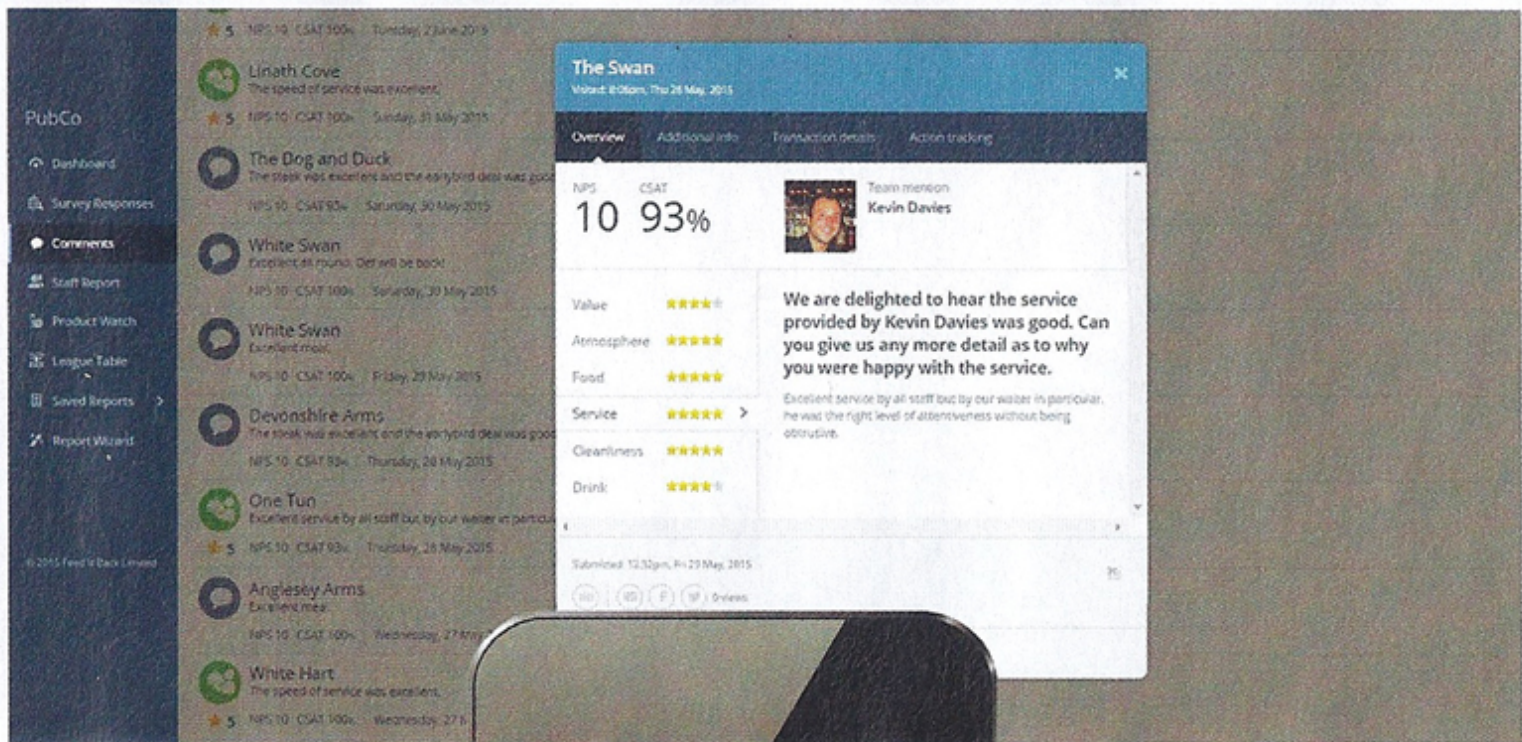


# Feed it back



A new EPOS add-on, which combines guest feedback with live EPOS information about exactly what happened during their visit, has been met with great feedback of its own.

“We regularly hold industry round-table events with operators, experts and representatives from a range of hospitality businesses. We worked with Oracle to demonstrate just what could be achieved with EPOS-linked feedback. The response was amazing, particularly around the interface and focus on the customer, and

showed us that we’d produced something really quite special,” says Feed It Back’s head of product Kevin Davies.

For operators, it’s a straightforward application to integrate. “Switching on EPOS-linked feedback is just a couple of clicks,” Davies explains. “Once integrated, the power is immediately obvious – not only is it possible to see the feedback within the context of the guest’s visit, but asking specific questions shows the customer you value their time, while still gaining real insight for those critical decisions.”