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Dirty Martini use Feed It Back and find staff motivation is up after 3 months

Dirty Martini, the fast growing 8-venue cocktail bar brand, subscribed to Feed It Back, the EPOS-linked guest feedback service, in March and has identified staff motivation as the key benefit amongst others.

"We had used mystery visits for years", commented CEO, Scott Matthews, "However due to the subjective nature of the visits we felt they did not provide a true reflection of the Dirty Martini experience nor did we gain enough volume to make important decisions."

"We knew from other users of Feed It Back that we would receive high volumes of feedback, but what we did not anticipate was the huge positive impact on staff. General Managers share with their teams daily the positive feedback and the staff have loved seeing the comments and sometimes having their photo selected to single them out for 'applause'."

"With the planned growth of the business over the coming years, Feed It Back will help us to maintain our high standard of service and staff retention as we grow."

Feed It Back is the only guest feedback system that integrates in real time with Zonal's Aztec EPOS system, amongst others, enabling feedback questions to be personalised to the guest's visit. The result is a brief, engaging feedback experience for guests. For operators, each review is presented with the details and context of the visit, providing far more meaning and insight compared to traditional feedback methods.

"It offers fantastic visibility to both our general managers and operations managers" added Head of sales and digital marketing Faye Catchpole. "They feel empowered because they can see the key issues that need to be addressed and have full accountability for rectifying these. As Feed It Back is intuitive, smart and easy to use, it has been easy for staff to adopt it."

Utilising Feed It Back as a new data capture channel has also been beneficial.

"We are always exploring new ways to reach out to our customers and adopt a targeted sales approach. Utilising the data gained via Feed It Back has proven an effective way to drive future bookings."

"We love working with Dirty Martini" commented Carlo Platia, CEO at Feed It Back. "They are an innovative, fast growing company, passionate about the quality of their drinks, food and service. We are looking forward to supporting their rapid expansion."

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