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Las Iguanas goes live with Feed It Back to improve their guests' experience faster

Las Iguanas, the fast growing 53-venue restaurant chain, have gone live across all sites with Feed It Back, the EPOS-linked guest feedback service, following a successful two-month trial across several venues.

“Our previous approach to the collation of guest feedback has seen incredible returns but due to the manual processes involved in managing the information, we have struggled to react quickly to both positive and adverse guest comments”, commented Gareth Lock, Chief Operations Officer. “We were keen to find a solution that allowed us to continue collecting guest reviews on a large scale, whilst being able to action our guests’ feedback immediately for the first time.”

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.

“Dish specific feedback is a key source of new insight”, commented Lisa Campbell, Guest Experience Manager. “Feed It Back draws data from the guests order instantly to target specific dish related questions. Insight is a key reason for signing up; the ability to monitor guest reviews, mystery visits, social media and key business reports available on one portal, by all staff members from Board-level to venue managers has simplified our decision making and reporting systems. Within one-month of the trial starting, we identified a key guest experience issue, received Board sign-off for investment and had made the improvement.”

“There is a fun and vibrant culture at Las Iguanas” commented Julia Platia, Head of Customer Success at Feed It Back, “and we have enjoyed working with the team to underpin their vision with our technology.”

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