

Propel info

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Five new companies signs up with customer experience firm HospitalityGEM, boosting revenue by £60,000 in a month: Five new brands are investing in customer insights with the guest experience management expert HospitalityGEM, boosting revenue by £60,000 in a month alongside service expansion with other clients. An existing client, Wildwood, which has 22 restaurants, has signed up to use HospitalityGEM's online guest engagement and interaction portal GEMdirect. HospitalityGEM's new clients include PizzaLuxe, the gourmet pizza brand owned by Paul Goodale and Laura Pabon; Fred's Food Construction, a New York-style diner launched in partnership with Tesco led by Goodale and the serial entrepreneur Daniel Gestetner; Flat Planet, the London-based wheat-free flatbread concept launched by John Vincent, one of the founders of Leon; the Levant Group, which includes Comptoir Libanais; and Spielburger, the latest launch from the Everyman Cinema Group, with monthly GEMvisits. Steven Pike, managing director of HospitalityGEM, said: "It's been an exceptional month for HospitalityGEM as we've secured some great new clients alongside a real increase in revenue. We see this as a clear indication that more and more operators are realising the importance of managing the guest experience rather than leaving it to chance."