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Guest Experience Management expert HospitalityGEM has today announced it has secured major pub brands Punch, St Austell Brewery and Greene King as clients; all looking to build on the success of their sites by using more detailed and focussed visit reports to influence the quality and consistency of the guest experience. The acquisitions have increased the HospitalityGEM portfolio by over £300,000 in revenue.



Punch has introduced mystery guest visits to around 400 of its pubs per month, with a particular focus on supporting pubs undergoing change. Similarly, Greene King has also decided to use mystery visits to support trading objectives in its tenanted division, with around 2,500 scheduled to take place annually at targeted sites. This activity will focus on the pubs that will benefit most from structured feedback.

Meanwhile, St Austell Brewery (SAB) has expanded an initial agreement to provide its 30 managed pubs with monthly mystery visits to include biannual visits to 135 tenanted pubs.. HospitalityGEM has also taken over and branded the 'Smiles' survey site which SAB use to engage with and listen to their guests.

"In the tenanted market in particular, it's being viewed as a service to publicans rather than as a standards audit – there to help them be successful and to grow their business in an ever changing, challenging marketplace. At the same time, the framework used in each mystery guest questionnaire, created bespoke for each operator, is closely aligned with how each company wishes to see its pubs in the marketplace, highlighting the factors they feel will give them competitive advantage, and steering local managers to embrace these when training their teams."

Paul Pavli, Managing Director of the Mercury Pubs Division at Punch Pubs, added: "We have seen a major reduction in the level of queries from publicans on the contents of their reports. This is reflective of the greater depth and quality compared with what they had been used to, and HospitalityGEM's flexibility in responding to our requests. It helps us to ensure both buy-in and practical benefit for those we are trying to support."