

GREENE KING PARTNERS WITH HOSPITALITYGEM FOR MYSTERY GUEST SERVICE



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Guest experience management experts HospitalityGEM will provide a new mystery guest service for Greene King's pub partners estate.

The partnership will deliver a new, easier to read report to ensure licensees learn more from mystery guest visits.

Clive Chesser, managing director of Greene King Pub Partners, said: "We are certain our licensees will embrace the high quality of the feedback and work on improving their overall scores for any future visits.

"We are delighted to be teaming up with HospitalityGEM because we know how thorough they are and the diligence with which they go about their work."

Pubs are marked on product range, environment, service, communication and price using a red/amber/green dashboard system and results are aggregated into an overall visit score.

Written by [Andrew McClean](#)