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## HOSPITALITY GEM AND TRAIL APP PARTNER



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Guest experience management company HospitalityGEM and operations management app Trail have partnered to add guest experience reporting to a range of data feeds that aims to help general managers to keep on top of their operation.

Steven Pike, managing director of HospitalityGEM, said: "As part of our ongoing commitment to empowering operators and their teams to measure and improve the guest experience, we have partnered with Trail's excellent app. Coordinating data and actions in this way will help managers to be better informed and more effective in driving standards and revenue."

Reports from guests, including detailed mystery visits, can now appear in the 'trail' of daily tasks, all of which are tracked to ensure that appropriate actions are being taken throughout the day to maintain a consistently high standard of service. Managers view headline results and can link to a deeper level report where required.