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Fourth and HospitalityGEM partner to launch intelligence insight 'holy grail': Fourth, software partner to the hospitality and leisure industries, and guest experience management company HospitalityGEM have launched a business intelligence partnership to give bar, pub, restaurant and hotel operators a 360-degree picture of their businesses. The collaboration, an industry first the companies said, will combine key business metrics across the strategic pillars that drive hospitality businesses – financial performance, people and HR data, guest feedback, and mystery diner scores. The key data sets will be combined and integrated on the Fourth Analytics platform, with operators able to analyse and triangulate the information across a single dashboard. Fourth analytics and insight solutions director Mike Shipley said: “This is the insight ‘holy grail’ for hospitality. It will deliver key information across the key areas that operators need to monitor and analyse continuously – how the company or venue is performing financially, how employees are doing, how the business is performing against its brand standards, and what the guests are saying about their experiences. For the first time it will allow hospitality operators to triangulate and overlay key insights, delivering a 360-degree picture of their business, in an easy-to-understand, digestible format.” The new integration enables data from mystery visits and guest feedback to flow into the Fourth Analytics platform, providing operators with dashboards to view statistics. A pilot has been run with Wagamama and Carluccio’s. HospitalityGEM managing director Steven Pike said: “While Fourth develops software to help businesses in the hospitality industry to manage costs, we help them grow sales by creating the perfect guest experience, and we felt this created a great partnership.”