

Quality feedback is helping Eating Inn deliver improved customer focus...



“ViewPoint is helping us drive a service culture”

STUART WATT | Commercial Director | Belhaven Pubs

Belhaven Pubs is based in Scotland, and runs an estate of more than 300 leased, tenanted and managed pubs.

The company recently developed a new pub dining brand for Scotland called *Eating Inn*, which caters predominantly for families. The ambition was to fill a gap in mid-market family dining with a contemporary environment, great food and fantastic service.

The brand is a critical part of Belhaven’s growth plan and its early success in Scotland has been such that it is now being rolled out as a

national brand within Greene King, its highly respected parent company.

The challenge

With an initial estate of seven *Eating Inns* spread across Scotland – from Kilmarnock to Aberdeen – monitoring and improving customer service standards was a very important priority for the company’s senior management team, who wanted to drive repeat custom and positive guest recommendation.

Feedback cards were used along with an online comments section on the company website, allowing customer details to be gathered and responses back generated and an outsourced mystery guest shopper programme was also in use.

Whilst these were all very useful applications in furthering an understanding of customer experiences, there were inevitably delays in processing the paper cards and the website comments. In addition, the mystery guest programme had

The benefits...

- Feedback rates have grown by **20%+**
- Staff engagement has improved which has led to **better customer service**
- Complaints from customers have reduced
- Spend per head has increased



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limitations of frequency of comments (the former by customer motivation to log on at home and the latter by cost).

What was needed was a system that would allow customers to feedback at the table in larger volumes and then process the information in an efficient manner to provide manageable insights along with a manageable customer data collection process.

The solution

A number of providers were investigated but Belhaven chose CRT's ViewPoint Tablet PCs because they were the most practical and user-friendly solution.

Staff members in the sites bring the portable machines to the table at the end of the meal and ask the guest for feedback on their experience. The questionnaire has a mixture of simple yes/ no responses as well as space for free text comments.

The 'yes/no' responses help deliver quantitative and objective data which can track trends on a number of categories across the brand – and the free text section provides some invaluable

subjective feedback by site on emerging issues. Critically, the capture of customer data allows *Eating Inn* to connect again with guests to promote the business and generate more return business. The operations manager felt that the ViewPoint tablets provided sufficient benefit to ask for further Tablet PCs for food-led sites outside of *Eating Inn*.

"ViewPoint has been a useful tool for pub managers and members of the senior management team," commented Stuart Watt, Commercial Director of Belhaven Pubs. "One of the benefits of employing CRT was that our staff soon became more conscious of what good service was all about, as they took the Tablet PC unit to the customers and actively sought feedback.

"As a result, the visibility and profile of customer service has increased dramatically and, due to improvements that have been made, our pub teams enjoy higher gratuities than before. This has led to improved staff retention and helped us embed a stronger service culture. It's a bit of a virtuous circle really."



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