

# GO Technology

The importance of feedback and how it can turn consumers into brand advocates



TECHNOLOGY

Insight by Zonal, Powered by CGA

**Zonal**

**CGA**

PHENOMENAL DATA. EXPERT INSIGHT.

## CONSUMER FEEDBACK: THE KEY STATS

**41%** 

OF BRITISH CONSUMERS HAVE GIVEN FEEDBACK ON THEIR EATING OR DRINKING OUT EXPERIENCES

**63%**

OF CONSUMERS LEAVE FEEDBACK BETWEEN ONE AND 48 HOURS AFTER THEIR VISIT



**65%**

OF PEOPLE EXPECT TO GET SOMETHING IN RETURN IF THEY PROVIDE FEEDBACK



**44%** 

OF 25 TO 34 YEAR-OLDS HAVE GIVEN FEEDBACK—MAKING THEM THE AGE GROUP MOST LIKELY TO DO SO

**64%**

OF CONSUMERS USE SOCIAL REVIEW PLATFORMS TO READ OR WRITE REVIEWS

 **19%**

OF PEOPLE SAY NOTHING CAN BE DONE TO WIN THEM BACK TO A BRAND AFTER A BAD EXPERIENCE

**37%** OF PEOPLE USE TRIPADVISOR TO READ OR WRITE REVIEWS—MAKING IT THE MOST POPULAR REVIEW SITE



## SEVEN THINGS TO KNOW ABOUT GUEST FEEDBACK

### 1. Many consumers expect to give feedback...

Giving feedback about out of home eating and drinking experiences is nothing new and most operators offer some mechanic for collecting and collating it. Two in five (41%) consumers have at some point given feedback about their out of home eating or drinking experiences.



### 2...But the majority still don't

Even though it has never been easier to share feedback with a bar, pub or restaurant, the majority of the population—59%—have never done so. That may be because they don't want to, or because they don't have the opportunity. Either way, it shows brands are not engaging with a significant proportion of their guests about their experiences.



### 3. Women give more feedback than men

Women are eight percentage points more likely than men to have given feedback. And when their feedback is negative, 64% of them expect some sort of compensation for their poor experience. Men are least likely to give feedback under any circumstances and they are more likely to not return following a bad experience.



### 4. Millennials like to share their opinions...

44% of 25 to 34 year-olds have given feedback on a bar, pub or restaurant experience—making them the age group most likely to do so.



### 5. Feedback can take time

People are more likely to provide feedback after a visit than on the spot. 63% of feedbackers do so between one and 48 hours after their visit—which makes it vital to leave a lasting and emotional impression on guests. Brand apathy is the hardest experiential problem to address, but the easiest to overlook—and it has taken significant casualties.



### 6. Older people prefer to complain about a bad experience when it happens

While younger adults are more accustomed to feedback—often via social media or review websites - older people are more comfortable complaining about a bad experience while in the venue. The over-45s are more than twice as likely to do so than 18 to 24 year-olds.



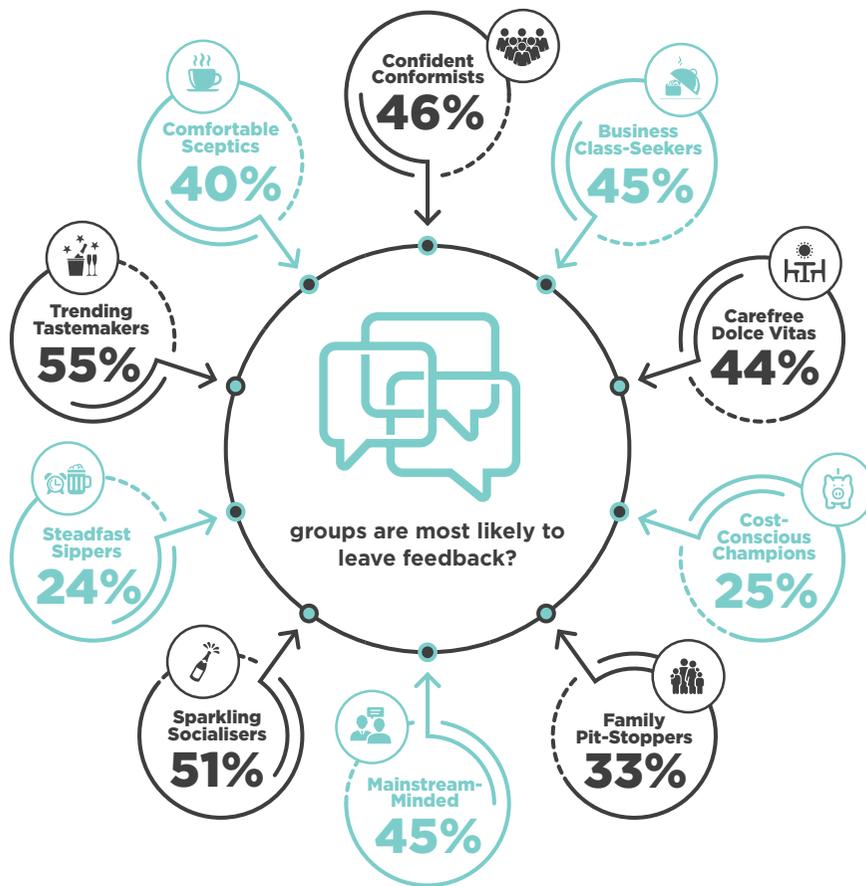
### 7. Discounts can encourage feedback

What might persuade people to offer feedback? Some form of discount appears to be the biggest motivator, with 40% of consumers saying they would be encouraged to provide feedback if they received an offer.



# THE CONSUMER SEGMENTATION WHEEL

CGA's segmentation tools go beyond blunt demographics to break down consumers according to their habits and tastes. So which groups are most likely to leave feedback?



This shows us that **Trending Tastemakers**—the early adopters of brands and an important group of influencers—are the most likely to leave feedback about their experiences. Since they are also the most prolific segment in the out of home market—making up 21% of visits and providing the second highest average spend—they are doubly important to brands.

Trending Tastemakers share their feedback widely among friends and family, especially via social media. They are the segment that most highly value a response from venues too, which signals the importance of their leisure time and a level of protectiveness over it. They are more likely to want to rectify issues to their satisfaction so they can continue to visit brands they enjoy—and that makes it vital to respond promptly to their complaints or poor experiences.

It is clear that operators need to capitalise on the willingness of this group to engage with feedback mechanics. Failing to do so jeopardises the goodwill of a valuable group of people who are highly socially engaged and can damage as well as promote a brand—but treating them well can be a very effective way of driving footfall and sales.

## Top brands for feedbackers

These brands attract customers who enjoy providing feedback

- 1 Be At One
- 2 Bill's
- 3 Pitcher & Piano
- 4 The Botanist
- 5 Brown's

## The view from CGA

"Consumers are used to giving feedback about their experiences out of home. But that doesn't mean they do so freely, and most want some kind of quid pro quo for assisting brands in this way—and there is a significant hidden group of people who will never share feedback and will abandon brands after poor experiences. This known-unknown highlights the importance of delivering consistently great experiences and maximising the value derived from feedback channels, be they traditional feedback programmes, review sites or social media."

*Karl Chessell, CGA Business Unit Director, Retail and Food*

## The view from Zonal

"Consumers' needs change daily, and if operators are to keep up with them, they need to collect and analyse regular feedback. This is where sophisticated technology can aid the process in a personal and rapid way, ensuring that accurate and comprehensive data is received and effectively acted upon. That way businesses can deliver on the needs of their consumers and maintain growth in a competitive market."

*Clive Consterdine, Zonal Sales and Marketing Director*