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## **ZONAL HOOKS UP WITH 'FEED IT BACK' TO COMPLETE THE GUEST JOURNEY**

Zonal Retail Data Systems has teamed up with customer feedback specialist, Feed It Back, to extend its guest insight service.

Feed It Back fully integrates with Zonal's Aztec EPoS system and completes the guest journey, starting with website and online bookings right through to payment, loyalty and now feedback. What makes Feed It Back so beneficial to operators is that it's the only system to combine the guests' feedback with live EPoS data providing information such as what they bought, what they spent and who served them. This means the feedback can be tailored to a guest's individual experience.

Zonal's chief executive Stuart McLean said: "We are really excited to be working with Feed It Back, which is one of the fastest growing guest insight companies for the hospitality industry in the UK. By combining real time EPoS data with engaging and personalised guest surveys, we can give our customers authentic insights that lead to better guest experiences and an improved bottom line.

"Understanding what makes a guest tick is becoming ever more important in an increasingly competitive marketplace, especially when it costs five times more to acquire new guests than keep existing ones. By working with Feed It Back, we are able to offer a truly integrated solution."

The solution works with guests being given a unique code printed on their receipt for them to complete the survey. The survey is based on real-time EPoS transaction information which enables the questions to be personalised to their visit. The survey questions and sequence are completely customisable by the operator. On completion, the guest is presented with a single-use reward voucher to encourage a return visit and build loyalty.

Carlo Platia, CEO from Feed It Back said: "Zonal is the largest EPoS provider to the hospitality sector in the UK and it's a great coup for Feed It Back to become their official guest feedback provider. The Zonal team shares our customer focused ethos and we look forward to a long-term and prosperous partnership."

Zonal Retail Data Systems is the leading provider of integrated hospitality management solutions to over 8,000 leisure and hospitality businesses across the UK. For over 35 years, the company has been working closely with clients to enhance the customer experience through market leading technology, experienced people and a partnership approach to business.

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