Whitbread Hotels And Restaurants Appoints ORC International

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Whitbread Hotels and Restaurants, the UKâ€™s largest hotel and restaurant company, has appointed ORC International to run its guest satisfaction programme. For the last two-and-a-half years, ORC International been managing Whitbreadâ€™s Guest Recommend programme for the UKâ€™s largest hotel chain, Premier Inn. Guest Recommend has been such a success â€“ having recently received its one millionth response â€“ that Whitbread wanted to deliver detailed, fast feedback to improve guest experience across its 900+ hotels and restaurants.

The Restaurants programme, launched in 412 sites at the start of October, covers the Beefeater, Brewers Fayre, Table Table and Taybarns brands. Guests are given the option of providing feedback either online or by IVR (Interactive Voice Response) survey. Results are updated daily onto a web-based portal that provides almost instant guest feedback to each outlet., allowing quick and easy access to survey results. Of particular importance are the verbatim comments, which are accessible shortly after the guest experience and enable action to be taken quickly where necessary. The current Premier Inn programme will continue to use online surveys, sent the day after the guest checks out, to capture feedback.

Andrew Gammage, Head of Quality and Guest Insight for Whitbread Hotels & Restaurants, commented:

â€œThe ORC International survey gives us invaluable insights into key aspects of the service and products we provide. We are obsessed about ensuring our guests have a fantastic experience. The new ORC programme for both Restaurants and Premier Inn will provide deeper and more detailed feedback than ever before, improving guest insight and enabling us to improve our responsiveness to this feedback.â€•

Louise Vacher, Head of Customer Research at ORC International, added:

â€œAs specialists in guest satisfaction research, we were delighted to be able to extend our approach to encompass all aspects of Whitbreadâ€™s guest experience. Whitbread places such importance on guest feedback, and our programme will give site managers a comprehensive insight into guest opinion.â€•