



Customer Engagement & Reputation Specialists

Taking the guesswork out of guest work

Using mystery guest, customer feedback and online reputation, we specialise in supporting multi-site hospitality operators in service improvements and revenue growth.

We realise that data, by itself, does not initiate change but people do, so we work closely with our clients to make sure they are interpreting feedback in a meaningful and actionable way.

Our values are centred around giving feedback kindly to influence positive change, and our focus is on helping teams in understanding behaviours.

Review Sites Distribution

Google	4.13 ★	6,853 (40%)
designmynight	4.16 ★	3,360 (20%)
FBK Feedback	49 NPS	3,073 (18%)
tripadvisor	3.76 ★	2,112 (12%)
ResDiary	4.32 ★	674 (4%)
OpenTable	3.87 ★	511 (3%)
facebook	4.53 ★	416 (2%)
yelp	2.96 ★	28 (<1%)
FOURSQUARE	4.39 ★	24 (<1%)
Expedia	4.40 ★	15 (<1%)
zomato	4.21 ★	14 (<1%)
Hotels.com	4.60 ★	10 (<1%)

Online Reputation Management

Customer reviews deliver a true and general overview of how the public see your brand and insight as to whether you need to take radical actions

- Benchmark your reputation and keep an eye on your competition
- Save time and manage all your customer feedback and reviews from just one interface
- Support your team in managing service recovery

All your online reviews and NPS in one place

See where guests are leaving their feedback and generate your NPS.

Respond to all reviews from one interface

GM's can access all reviews and respond to them from one interface. Area Managers can see which reviews have been responded to and what has been written.

The screenshot displays the 'Reviews' section of the Silent Customer platform. It features a table with columns for Date, Location, Rating, Source, Summary, and Status. The table lists several reviews from various locations like 'The Foily', 'The Moniker', and 'No. 11 Pimlico Road'. To the right, a modal window is open for responding to a review from Brian Weekes on Google. The modal includes a 'RESPOND Google' section with a text input, a 'Smart Responses' dropdown menu with suggestions like 'Thank you for your review', and a 'Private Notes (0)' section for internal use. A 'Manage Templates' button is also visible.

Analyse sentiment to understand the customer experience

Trending Topics analyses customer sentiment from the local, regional, and brand level, unlocking opportunities to improve operations and increase revenue.

POPULAR KEYWORDS

Keywords that frequently appeared in reviews during the last 6 months

[View all keywords](#)

POSITIVE

food (5,142) service (3,712) staff (2,945)

friendly (1,555) atmosphere (1,144)

[View more](#)

NEGATIVE

chips (505) wait (504) slow (421) busy (405)

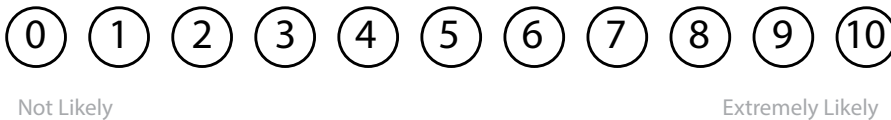
expensive (316) [View more](#)

MIXED

drink (1,334) waiter (443) price (442)

waitress (438) menu (312) [View more](#)

How likely are you to recommend 601 Queens Rd – Wimbledon to a friend or colleague?



Channel complaints away from public forums

Send out an NPS question to your guests via your booking system, email, tablet or QR code. Ask them to write their feedback to you, privately.

Easy and flexible reporting

Select daily, weekly and monthly notifications and reports that are applicable to you, whether you are a GM or Company Director.

Rank	Score	Avg Rating	# of Reviews	Response Rate
1	79 / 100	4.4 ★ +1%	71 +29%	18% -16%
2	77 / 100	4.5 ★ -1%	37 -14%	32% +16%
3	76 / 100	4.3 ★ +4%	280 +17%	2% -83%

Location	Rating	Reviews	Rating	Reviews	Rating	Reviews	Rating	Reviews
601 Queens Rd - Wimbledon Center, Wimbledon Centre Court Shopping Centre, No 4 Queen's Rd, Wimbledon, London SW19 8YE, UK	4.29	86	3.63	16	—	—	4.19	102
All Bar One Wimbledon	4.43	89	4.61	18	0.00	0	4.46	107
Alexandra	4.23	196	4.35	40	0.00	0	4.25	236
Dog & Fox	4.08	157	4.20	5	0.00	0	4.09	162
Fire Stables	4.07	45	4.00	19	0.00	0	4.05	64
Hemingways	4.21	33	3.00	7	0.00	0	4.00	40

[+ Add Competitor](#)

Competitor reports

See how customers rate your brand against its competitors.