

PRODUCT INFORMATION SHEET

GuestTrak™ Surveys

What we do: GuestTrak™ surveys are used specifically in the leisure sector to measure and track customer behaviours in pubs, bars and restaurants. Where possible we benchmark findings against our own in house data set collected from the same industry sector. This puts the results of an individual GuestTrak™ survey into a context so that our clients can make comparisons on performance by answering the “so what?” question when looking at quantitative market research data. The result will often create a business case for making changes in order to increase sales.

 business blueprints

RETAIL & LEISURE CONSULTANTS



The result: Our approach allows organisations to develop plans on how to make improvements or adopt best practice, usually with the aim of increasing some aspect of performance. Benchmarking may be a one-off event, but is often treated as a continuous process in which organisations continually seek to challenge their practices.

Our view: “Business Blueprints believe that an understanding of customers and their behaviour is a prerequisite to effective marketing. Our aim is therefore to help our clients better understand what their customers, their prospective customers and their competitors’ customers both think and do.”

Our expertise: We have leisure benchmarks derived from restaurant market research surveys from many of the UK’s leading high street brands as well as pub research conducted in the leading high street pub chains. We believe there are a maximum of 20 key performance indicators in any business that are always included as a benchmark of the health of a particular brand or location. These vary depending on the industry but our expertise of leisure markets allows us to select the relevant measures for each area.