

How Chestnut Transformed Its Business Culture With Reputation

Hospitality Success Story



Key Stats

93% review response rate in 2022, up from just 17% in 2020 and 50% in 2021

74% more customer feedback in 2022 than in 2020

1300% increase in business listings views since implementing Reputation

690 Reputation Score which represent a 47-point increase since mid-2021

2.89m increase in social media reach since 2021

How Chestnut Instigated An Internal Cultural Change

With their general managers struggling to respond to high volumes of inbound from numerous sources, Chestnut sought an easy-to-use platform to empower general managers to react to feedback.

Through Reputation, Chestnut has been able to generate more feedback while also significantly improving response rates across the organisation.

Moreover, Chestnut has succeeded in implementing Reputation to bring out a company-wide cultural change that is customer-centric and uses feedback to fuel the brand's growth.

To empower its general managers to react to large volumes of inbound customer feedback, Chestnut set out to:

- Consolidate feedback from various sources into a single, easy-to-use platform
- Establish a company-wide focus on customer feedback
- Support the customer journey by actively managing the group's business listings portfolio
- Implement a scalable, comprehensive feedback management platform to enable the group to manage the entire guest journey, from awareness to advocacy

To achieve these aims, Chestnut invested in Reputation's all-in-one Reputation Experience Management (RXM) platform to enable the brand to manage all feedback across its locations and provide high-level reporting to inform business and leadership decisions.

With Reputation, Chestnut has achieved a 93% response rate to inbound feedback in 2022, up from 50% in 2021 and 17% in 2020.

Inbound Feedback

Through Reputation's Reviews module, Chestnut has been able to dramatically increase its review response rates as well as raise the amount of inbound feedback the group receives.

Since partnering with Reputation, Chestnut has seen:

93%

response rate to inbound feedback up from 17% in 2020

74%

more customer feedback in 2022 than in 2020

Listings

To manage the business listings of sites in its portfolio of venues, Chestnut adopted Reputation to enable its brands to actively manage their business listings and support the customer journey.

As a result of using Reputation's Business Listings module, Chestnut has achieved:

300%

increase in business listing views in 2022

42%

increase in 'clicks to directions' in 2022

Reputation Score X

Chestnut adopted Reputation's proprietary Reputation Score to monitor, understand and improve its overall brand health.

Now, the brand's Reputation Score sits at 690 which represents a 47-point increase since mid-2021.

Crucially, Chestnut uses Reputation Score as a core KPI which underpins company culture and informs staff incentives.

"We've changed our culture to include a focus on non-financial KPIs. Reputation Score has become one of our core KPIs, to the point that we're now paying staff bonuses based on the Reputation Score of our sites. Every week we review the Scores with our sites, and it's developed a friendly and competitive rivalry between sites."

Tori Dexter, Head of Marketing, Chestnut

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