

Stonegate Group: Correlating Sales With Reputation Score

Hospitality Success Story



Key Stats

4.5/5 star rating up from 3.4 before Reputation

99% review response rate up from just 36% in 2019

100% of managers from the Stonegate brands use the Reputation platform on a weekly basis

1,443% increase in business listings views since 2019

801 Reputation Score which is 168 points above the industry average

How Stonegate Group Boosted Like-For-Like Sales

Seeking an all-in-one feedback management solution to improve operational efficiency and eliminate the need for several platforms and logins, Stonegate Group partnered with Reputation.

Through Reputation's platform, Stonegate Group has not only been able to operate more efficiently but they have also succeeded in creating a healthy competitive culture amongst the group's venues. Moreover, Stonegate Group succeeded in maintaining a Head Office overview of CX performance while empowering venue managers to take the initiative in responding to and acting upon feedback.

To enhance its feedback and brand management practices and improve performance at the venue level, Stonegate set out to:

- Improve the efficiency of general managers by cutting down on the need for several platforms and logins
- Establish a culture of healthy competition amongst the sites in the group's portfolio
- Empower venue managers to respond to and act upon guest feedback whilst maintaining a head office overview of CX performance across the company
- Implement a scalable, comprehensive feedback management platform to manage reviews, surveys, social, listings, and more

To achieve these aims, Stonegate Group 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, Stonegate Group has achieved a 99% response rate to inbound feedback, up from 36% in 2019.

Reviews & Ratings

Through Reputation's Reviews module, Stonegate Group has been able to dramatically increase its review response rates as well as boost its star ratings.

Since partnering with Reputation, Stonegate Group as seen:

99% **36%** **4.5**

response rate to
inbound feedback

increase in
response rate
since 2019

Star rating
up from 3.4

Listings

With over 4,500 sites in its portfolio of venues, Stonegate Group adopted Reputation to enable its brands to manage their business listings and enhance the online presence.

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

981m

business listing
views in 2022

1443%

increase in the
number of listings
views since 2019

Reputation Score X

Stonegate Group adopted Reputation's proprietary **Reputation Score** to monitor, understand and improve its overall brand health. Now, the brand's Reputation Score sits at 801 which is 168 points above the industry average score and represents an astounding 318-point increase since implementing Reputation.

Crucially, Stonegate Group uses Reputation Score in conjunction with Net Promoter Score (NPS) and correlates its increased like-for-like sales with its rising Reputation Score.

"There's a direct correlation between Reputation Score increasing and our like-for-like sales improving."

Charlotte Smith, Customer Experience
Manager, Stonegate Group

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for hospitality brands

