

know'N'act helps Compass Group gain insight on what matters

The Compass Group, a global market leader in catering and support services, wanted to find an innovative way to drive customer feedback at points of consumption (i.e. cafeterias, dining halls, and so on) about menu items and then share those results with their consumers.

know'N'act powered a campaign that provided real-time feedback from customer smartphones at a chosen cafeteria. Users latched on to the idea with enthusiasm, providing detailed feedback on individual menu items that other customers could read in real-time through large monitors onsite. The end result was greater transparency and accountability for each food station. In addition, cafeteria management was able to address any issues in real-time, significantly improving the customer experience.



Overview

Millions of people around the world rely on us every day to provide their breakfasts, lunches and dinners and make their lattes and cappuccinos. We serve their sandwiches, vend their drinks and provide their hospitality services. Increasingly, our clients also count on us to run their reception and office services, clean their desks and their routine maintenance.

