



CASE STUDY

Customer Success Story





The New World Trading Company is a gem in the British dining scene. Guests at any of the brand's 28 locations will first notice the stunning interiors before they enjoy a wide variety of world-famous beers, unique cocktails, and classic and contemporary cuisines.

Founded in 2011, the award-winning parent group's constant drive for innovation and adventure has helped them cultivate a range of popular brands, including The Botanist, The Smugglers Cove, The Trading House, The Florist, and more. Each of these brands feature its own unique setting and menu, providing guests with the opportunity for a new experience every time.

Thanks to these great experiences, The New World Trading Company has grown at a rapid pace. And with that growth, Founder and Former-CEO Chris Hill saw a need for more detailed guest experience data.



Their Story

Founded in 2011, the New World Trading Company boasts 28 restaurants and bars across England specialising in traditional cask and craft beers, innovative cocktails, and all-day menus of homemade food, with live music every night.

Challenges

- Traditional, outdated guest experience measurement methods
- Difficulty scaling guest feedback, making it difficult to implement changes
- Lack of insights to engage neutral guests and convert them to brand advocates
- Needed to maintain brand standards while the company grew

Solutions

- Yumpingo Guest Experience Management

Results

More Happy Guests (%)	9.5
NPS Increase (Points)	12.5
Time Period (Months)	12
Number of Reviews	49,945
Number of Locations	28



The language in our business right up to the executive level became not, 'What's your Tripadvisor score?' but, 'What's your Yumpingo score?' It was a guiding light to every dish and every shift ... We could see significant positive NPS growth and that translated into financial performance too.



– CHRIS HILL, FOUNDER AND FORMER-CEO
OF NEW WORLD TRADING COMPANY



Outdated Guest Experience Measurement

Before partnering with Yumpingo, The New World Trading Company relied on traditional methods of capturing guest experience data. These included mystery diner programs, post-visit emails, and Trip Advisor reviews. Unfortunately, each of these methods presented their own drawbacks.

"We had a mystery diner program, which by nature was retrospective, with long lead times between the visit and the report delivery," Hill said. "We also had post-dining emails, which were giving us a lot of information but it wasn't at scale and it was hard to engage with or act on, especially so long after the event. It was really too easy to dismiss a poor experience as an exception or to explain it away somehow."

The brand used Trip Advisor as a key metric, but these ratings and reviews are often very polarized – most guests don't leave a review unless they had either a very good experience or a very bad one.

"We weren't getting the reviews from people who were 3s and 4s on a 5-star scale — the neutrals that we needed to hear from and act on, so that we could improve things, and convert them to advocates for our brand," Hill said.



Results From Day One

Focused on maintaining brand standards, service levels, and guest experience as the company grew, Hill decided it was time to pilot Yumpingo's Guest Experience Management platform.

"We piloted it at Smugglers Cove in Liverpool, which was a great site generating very good sales, but like all of your good sites there wasn't anything that we couldn't better understand and improve," Hill said.

And the results were nearly instantaneous. "And I have to say it was phenomenal – it opened our eyes immediately. We were quickly all over it, looking at the insights that were coming through and acting on them," Hill said.

Thanks to Yumpingo's insights, the NWTC team quickly realized that a couple of the menu's staple dishes were actually scoring poorly on guest sentiment compared to other dishes.

"They looked great and read well on the menu, so performed strongly sales-wise, but what was on the plate was not quite right and clearly needed improving," Hill said.

The team also saw that the Smugglers Cove location's NPS was consistently low on Sundays — a day that many restaurant and hospitality employees want to take off.

"If you are not careful you end up not having enough of your A-team for a key shift," Hill said. "If we are honest, we really already knew we didn't always have the right people on, but suddenly we could really see from the system that it was impacting our guest experience.

Hill and his team reacted accordingly on both of these issues and saw results almost instantaneously. The dish performance scores improved immediately, and the low NPS on Sundays improved in a matter of days.

"We had a two-week lag before we saw NPS improvement, and then there was a further two-week lag before we actually saw sales grow. At that point, the system really got the whole company's attention," Hill said.

'What's Your Yumpingo Score?'

Yumpingo quickly became an important part of the NWTC culture, informing staff reviews, bonuses, and any coaching and development requirements.

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Yumpingo also helped to make capturing guest sentiment data a less personal and pointed experience. By gathering data at scale, the feedback was not overly critical, which helped adoption and buy-in among team members, according to Hill.

"It felt helpful, like it was galvanizing GMs, servers and our chefs to deliver a great experience for guests, and helping them manage the whole customer journey. It feels like it is there to help, support and drive the team performance up, positively," he said. 🍷



Every Captured Moment Builds Momentum

Guesswork won't drive results. Tap into the voice of your guests to truly understand how you're performing across every dish and service style. Contact us today to find out how Yumpingo helps brands like yours harness the power of guest experience management to drive growth.

Start the Journey to More Happy Guests



Call +1 (844) 934-0998



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