



PRESS RELEASE

Mitchells & Butlers gets hungry for customer feedback

2009, Birmingham – Mitchells & Butlers, a UK operator of managed pubs and restaurants, has expanded its customer insight programme with Empathica, a customer experience management expert, to include the Sizzling Pub Co. and O’Neill’s, in an effort to gain valuable customer insight that will enable it to continue to develop its customer service offering.

Mitchells & Butlers decided to increase the programme following success across more than 1,000 of its locations including; Harvester, All Bar One and Toby Carvery. This extended project will enable Mitchells & Butlers to gain feedback from ‘real customers’. It will allow them to understand, evolve and improve customer service levels and build customer loyalty, by making improvements in relevant areas of the business.

Gary Topiol, Managing Director, Empathica UK, said, “In these times, retailers need to react more quickly to their customers’ changing demands and the only way to do so is to gain customer feedback and react to their changing expectations. Our initial project with Mitchells & Butlers was a proven success and Mitchells & Butlers has demonstrated its commitment to putting their customers at the heart of what they do by extending into new brands. We will continue to provide valuable customer data, as well as delivering marketing insight to support the group in providing a high level of customer service throughout its restaurant and pub chains.”



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About Mitchell & Butlers

Mitchells & Butlers operates many of the UK's leading licensed retail brands including Vintage Inns, Toby Carvery, Ember Inns, O'Neill's, All Bar One and Sizzling Pub Co., as well as some of the most famous pubs in Britain.

It continues to evolve and develop its estate of restaurant pubs and pubs to meet the ever more discerning tastes of the British public, ensuring it remains at the forefront of the UK pub industry. The company has approximately 2,000 businesses located at the heart of many local communities.

www.mbplc.com

About Empathica

Empathica provides retailers, foodservice brands, retail banking institutions and other multi-unit based organisations with comprehensive Customer Experience Management programs that help ensure outstanding customer experiences and engaging relationships across the entire brand. Using a variety of surveying methods, Empathica captures "voice of the customer" data and then performs rich analysis to derive key actionable insights that deliver operational excellence and deliver on the brand promise of our clients.

Empathica conducts more than 30 million customer surveys annually and delivers real-time, weekly, and monthly reports to more than 70,000 locations across close to 100 of the world's leading brands.

Empathica is a privately held organisation headquartered in Toronto, Ontario, Canada with European operations managed out of its Birmingham, England office. Empathica also has affiliate offices in Australia, China, and Japan.

www.empathica.com