

FOOD SERVICES

360° BRAND ASSURANCE

Solutions for the Food and Hospitality Industries

The hospitality industry is one of the most competitive in the market. Reputation is critical in consumer decision making. How do you measure and improve customers' satisfaction?



The food industry is on the rise with a steady increase in sales forecasted. Some factors for this growth include rising incomes, growth in emerging markets, innovative offerings and digital technology. Effectively managing your reputation has become more important than ever having a direct impact on profitability and visibility.

Intertek has the ideal global network with experts using unique principles to evaluate your sites on a global scale with a standard comparison benchmark. With the right set of tools and inspections, we provide the quality and value you deserve. According to U.S. surveys:

5% - 9%
Revenue increase
by every additional star in Yelp.com

87%
INCREASE CLICK RATE
by having your restaurant listed in Google with 3 to 5 stars

References

Harvard Business School / Aggregation of consumer ratings: an application to Yelp.com

Bright Local / Local Consumer Review Survey 2017

Our Service

Through our experience in global analyses, inspections, audits, training and advisory, we are able to support you whenever and wherever you need us.

The 360° Brand Assurance service provides a company with a 360° view of all sites from e-reputation to health and safety in order to help manage brand reputation. Our service targets the two pillars of brand reputation: consumer satisfaction and health and safety risk management. By focusing on these key pillars, our service can help to identify critical areas of improvement in:

- Reputation
- Purchasing Experience
- On-Site Observations
- Product and Site Safety

Our service is suitable for all food establishments including bakeries, restaurants, hotels, catering, fast food chains, coffee shops, e-commerce, and retails and luxury stores.

We work according to your needs and are able to customize the service to local market expectations in order to achieve your goals.

Benefits

By performing the inspection with a 360° view, you will:

- Obtain global, regional and local trends.
- Manage and protect your brand's reputation.

- Stay ahead of the competition by pro-actively identifying "critical points".
- Obtain a comprehensive report and create a tailored corrective action plan.
- Demonstrate due diligence in food safety.
- Benchmark your sites against your global database and gain access to analytics.

About Intertek

Intertek is a leading Total Quality Assurance provider to industries worldwide. Our network of more than 1,000 laboratories and offices and 43,000 people in more than 100 countries, delivers innovative and bespoke Assurance, Testing, Inspection and Certification solutions for our customers' operations and supply chains.

FOR MORE INFORMATION

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