

Eurest unveils new best-in-class Customer Promise that makes every moment matter

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National contract caterer Eurest has begun a journey to embed a new Customer Promise in the business, designed to set standards, inspire loyalty and be part of its DNA to put the customer first.

Eurest, part of [Compass B&I](#), provides food and beverage services across 300 sites in the UK and has a growing reputation as a thought leader in how food can positively impact health, wellbeing, and sustainability.

Already praised for its customer service, with average customer satisfaction scores regularly exceeding 90% it has an ambition to take this service to the next level.

The Customer Promise has been rolled out to colleagues of all levels through a nationwide series of roadshows designed to enable learning, from the top of the business to the ground floor.

Its impact will be measured through customer feedback satisfaction scores; colleague feedback via the Your Say survey; sales and participation improvements.

The Customer Promise is based on four Eurest foundations:

1. That we will boost performance.
2. That we will deliver a great experience.
3. That we look after wellbeing.
4. That we will protect our future.

The end goal is to:

- Set what customers can expect from Eurest and exceed these expectations.
- Outline how that experience should be delivered.
- Inspire confidence and loyalty from customers.
- Set standards to create better customer experiences.
- Improve customer and client satisfaction.

Morag Freathy, CEO of Compass Group UK & Ireland B&I, said: “We always put our customers at the heart of everything we do and that’s why the Customer Promise is so important to us. Helping us take the customer experience to the next level by making every moment matter – through the food and environment we create.

“It challenges us to ensure we are consistent, reliable and caring – and able to look at the business through the eyes of our customers, making it easy for them at every step of the journey.

“The engagement from our people has been outstanding and it’s a promise that we are all determined to live up to.”

Ryan Holmes, Culinary Director at Eurest, added: “Great food is fundamental to us at Eurest and we want to deliver a ‘foodie’ experience for our customers.

“That means creating amazing, nutritious recipes that are made with care and delivered with love. It is about how we talk about food, how we interact with our customers and how we serve it.

“For both our front and back-of-house teams, it means working together to achieve the same goal: making every customer happy so they choose to spend their break with us.”