



THE REVIEW GURU

Stars matter

Analysis Report



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Fact Sheet

Date: 07/04/2024

Client: (HIDDEN)

Location: London

Industry: Food & Drinks

Type of engagement: Single Report

Platforms used: Google

Social Listening: Yes (active and well-managed)

Number of reviews analysed: 954

In a nutshell:

Overall classification as **4.3**. The number of reviews posted is declining over time and very few of them contain pictures. The food quality is consistently praised, especially its vegan nature. However, there are several complaints about long waiting times and staff being rude with customers.





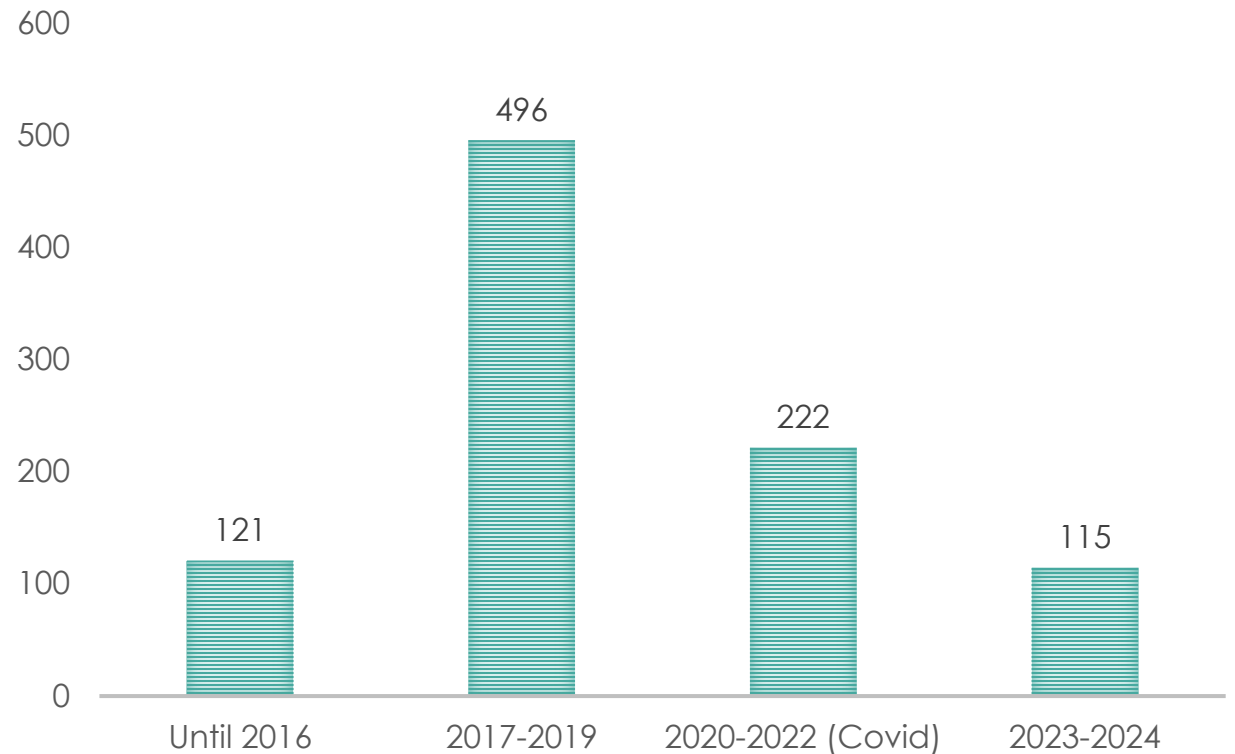
Count	Word
377	Food
253	Vegan
216	Café
216	Great
195	Thank
188	Good
178	Staff
164	Place
161	Hope
158	Nice



Timeline

Trends & Action Points

- There has been a steady decline in the number of reviews received since Covid. Over the past 5 years, the business received an average of 80 assessments annually (or 1,5 per week).
- The higher the number of reviews, the easier it is to offset the impact of negative sentiment. Therefore, you should invite customers to post reviews more frequently.
- **How?** We can help you automate review requests via *WhatsApp* through a QR code in your online menu or via gamification links.

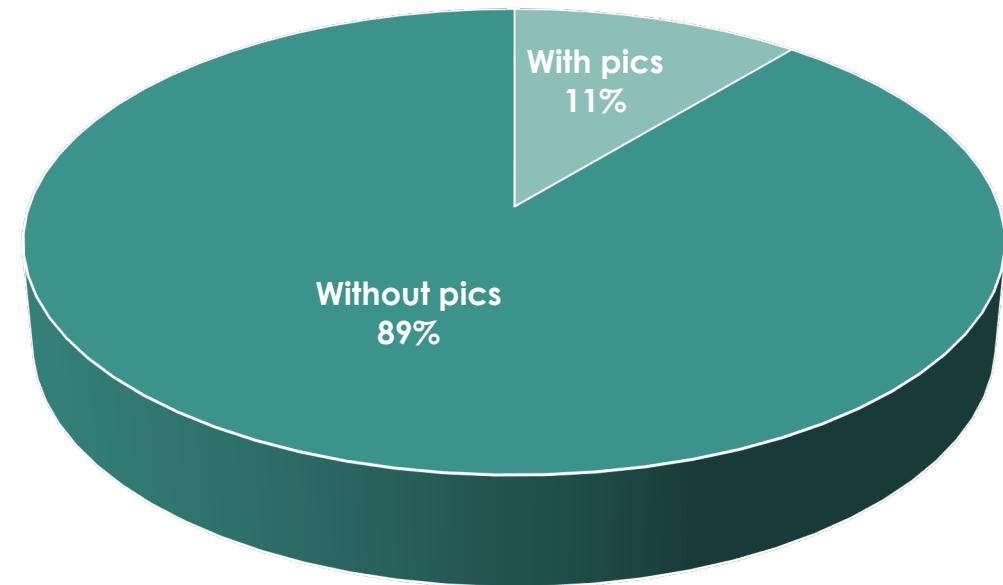




Pictures

Trends & Action Points

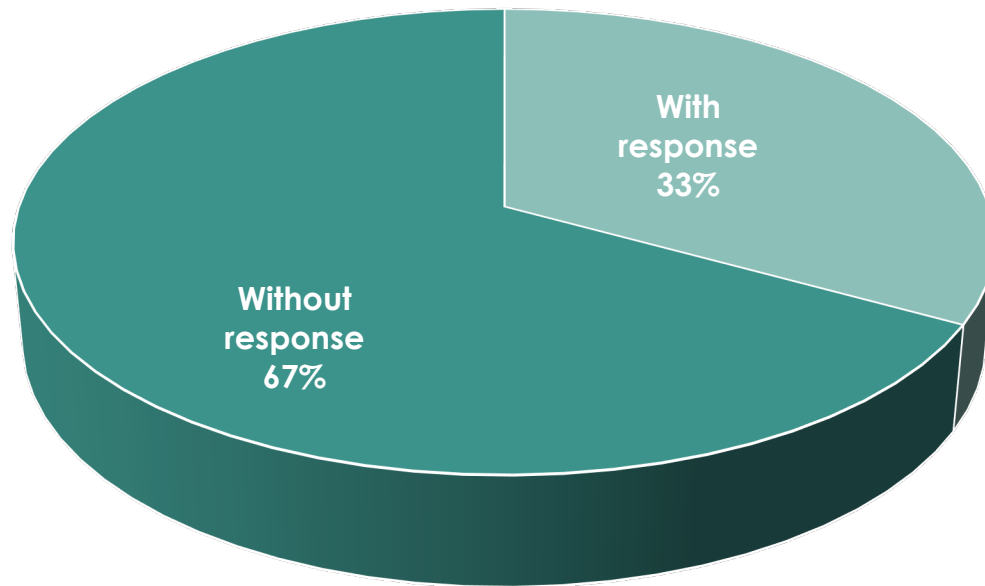
- The vast majority of your reviews are posted without pictures. Even though this is not an outlier in the industry, the numbers can improve.
- Pictures help promote your business by introducing the premises/atmosphere and showcasing the food menu. You should motivate more reviews containing pictures.
- **How?** Many businesses create instagramable areas / angles, which entice guests to reproduce certain pics and share them.





Social listening

Trends & Action Points



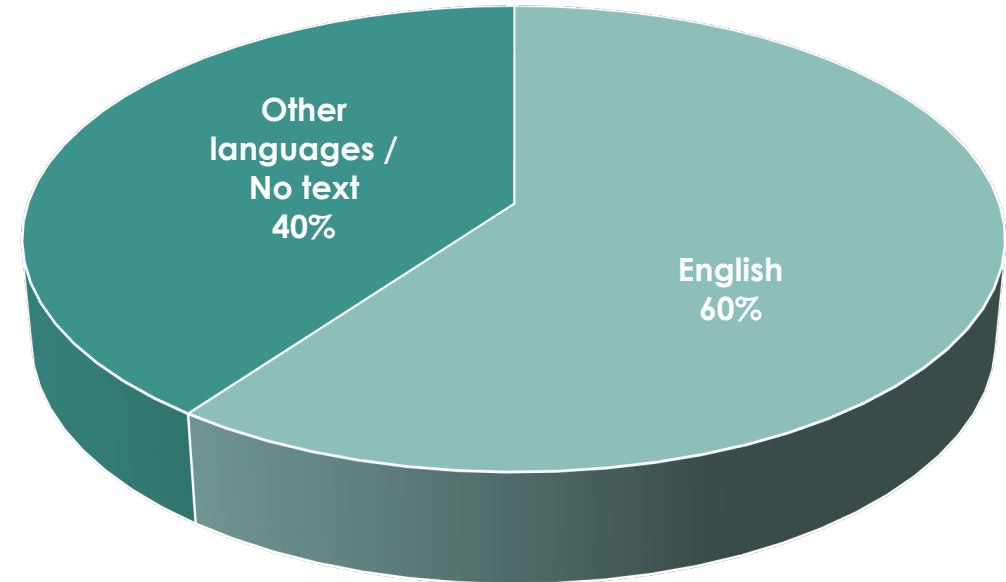
- **1/3** of customers' reviews received a reply from the owner. This is a solid ratio for a small business. The language of the replies is professional and engaging, including addressing guests by name.
- However, most responses were directed at negative reviews. While it is key to react to critics, it is also important to acknowledge and thank positive comments more regularly.
- **How?** We can help you increase your reply rate with our *social listening* add-on service.



Languages

Trends & Action Points

- Only **2%** of your reviews were made in foreign language, indicating a low level of attendance by tourists. Roughly **37%** of the reviews did not include any text.
- Most guests are local (East London) and regulars, reflecting well the profile of the business as a non-profit community café.
- Ca. **62%** of your reviews came from customers with a “Local Guide” status, which helps build trust from prospective guests. From these Local Guides, **85%** rated you with 4 or 5 stars. Congrats!





Insights on positive sentiment



Food

The vegan (and plant-based) menu as well as the overall quality of the food is consistently praised by guests. In particular, the breakfast option ranks high among reviewers. The coffee and tea drinks are also associated with positive sentiment.



Price

Many guests describe the Café and its prices as “affordable” and “reasonable”. It seems that customers acknowledge a good value-for-money for food and drinks, especially given the size of the portions and the diverse menu.



Ambiance

Several reviewers note the chilled and pleasant vibe of the café and are impressed by the backyard garden, often described as “lovely” and “cozy”.



Iconic positive review

“Yeah!!! If you in need of a vegan breakfast I would totally recommend this place. Super tasty 😊 with a lovely chilled vibe and gorgeous garden.”

Samuel, October 2023



Insights on negative sentiment



Staff

By far the most common aspect linked to negative sentiment is the staff, often described as incompetent, unfriendly and rude. This is a persistent issue, dating back at least to 2015, which indicates a problem beyond standard fluctuation of employees. There are several instances in which staff is accused of shouting at guests.



Waiting time

Relating to above, several guests note very long waiting times, even when the café is not particularly busy. Examples of waiting for 20-30 minutes to receive drink orders and even longer for food (at least 45 min.) are abundant. In many cases, customers claim they gave up and left without their order.



Iconic negative review

“Every time I come here the service is below average. I’m kind of tired of the staff attitude hence I’m writing this review. I think they might be understaffed but hey this is not my fault. I think it might be my last time here”.

Michael, February 2022



Summary and recommendations

- **Priority 1 – Improving the level of service**

You should address the consistent complaints about the staff through raising awareness of the negative feedback, internal meetings, trainings, and/or recruiting new and more skilled personnel. The level of service in the front-end is taking a toll in your reviews and costing you money via lost sales and non-returning guests. Since most of your customers are locals, having friendly and approachable staff should be your number 1 priority following this review. This should incidentally also improve the issue of long waiting times.

- **Priority 2 – Fostering more reviews and increasing the number of replies**

You should incentivize guests to post more reviews, ideally with pictures. This can be done via gamification links, automated QR codes and instagramable spots. Ideally, you should reply to at least 80% of your reviews, including simple acknowledgements of positive remarks or textless reviews. This can be done with little effort from your side, and **we can help further**.

Thank you!

Eduardo Flöring

contact@the-review-guru.de

www.the-review-guru.de

