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APP LETS DINERS RATE THEIR RESTAURANT SERVERS

 FOOD & DRINK

An app called Grate is enabling diners to evaluate the serving quality of individual servers at the restaurants they visit.

Diners are well used to checking sites such as Yelp to see what other customers think of a particular restaurant, but there are a number of different factors that can make one person’s experience different to another’s — the atmosphere, the clientele and the waiting staff can all change from night to night. Hoping to provide managers with a more detailed review of their customers’ dining experiences, an app called **Grate** is now enabling diners to evaluate the serving quality of individual servers at the restaurants they visit.

Just like they would use any other restaurant rating app, users can search for the place they’ve just visited, add the waiter’s name and give them a score out of 5 stars. Diners can also leave comments for the servers to help them improve their service in the future. Rather than the reviews being made public, all ratings and comments go directly to the restaurant manager, who can use the data to better manage their staff and reward those that are doing the business proud. The end result is a better experience for diners.

The **iOS app** is free to download from the App Store. Are there other ways that businesses could use apps to get more detailed customer feedback?

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Website: www.grateapp.com

Contact: www.grateapp.com/#contact

