

BREAKING

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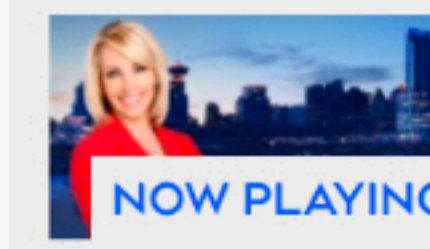
BRITISH COLUMBIA

Text your vex anonymously to restaurants

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Subeez restaurant changed its bathrooms after receiving feedback on Chatback, a text-based service that allows customers to anonymously provide feedback.

Give restaurant feedback via text



A new text-based service allows customers to anonymously and instantly offer up complaints or kudos to a local business.

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Have you ever wanted to complain about bad service at a restaurant or business but didn't want to cause a scene?

A new text-based service called [Chatback](#) allows customers to anonymously and instantly offer up complaints or kudos to a local business.

It allows patrons to send text messages to a dedicated number, like a digital comment card. The text goes discretely and directly to a manager on duty, who will often reply right away.

The Bar Method fitness facility in Yaletown is one of dozens of Metro Vancouver businesses using Chatback.

Owner Carolyn Williams says the service allows them to respond in real-time to customer feedback.

"I can say, 'how was your class?' to someone but I can't be there all day, every day. So with using Chatback we can quickly elicit that feedback from our clients and be able to respond to it," she told CTV's Steele on Your Side.

"That feedback is going to make us better at what we do."

The service is free for customers to use. Businesses pay \$35 monthly charge for the service, which includes a dedicated text messaging number, dashboard, tech and marketing support and in-store signage.

The service was co-founded by Elizabeth George, who says it's easy for anyone to use.

"It can be any phone, it doesn't have to be a smartphone, so we can basically hit every demographic," she said.

When customers on Chatback complained about the lack of touchless towel and soap dispensers in the restaurant bathrooms at Subeez, the restaurant management corrected the situation.

General Manager Ashton Phillips says the instant feedback gives him a chance to correct minor problems and keep customers coming back.

"People might not have a good experience and they'll just walk right out the door and you never hear one way or another. Now it's an easier way because they don't have that confrontation."

While the text feedback is anonymous, business owners have the ability to text you back and address your concerns directly.

Phillips says he welcomes the chance to appease a disgruntled customer instead of having them slag his business online for thousands of people to see over something like a dirty fork.