

PREM Group partners with Dobiqurity to do more digitally

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DUBLIN, IRELAND, June 29, 2015 /EINPresswire.com/ -- International Hotel Management Company PREM Group (www.premgroup.com) - specialists in managing hotels and serviced apartments with 37 properties spanning Ireland, England and Northern Europe - have recently partnered with Dobiqurity (www.dobiqurity.com).



Dobiqurity is a new digital platform that helps [hotels and hospitality](#) enterprises to improve business performance by replacing inefficient manual processes with user-friendly web and mobile apps. Dobiqurity launched in May 2015 with an initial offering of three apps that help to manage the quality of the customer experience, including:

1. [Mystery Shopper App](#) – allows operators to self-manage the mystery shopping process, reducing costs significantly yet still delivering a high quality evaluation of the customer experience.
2. Employee Survey App – streamlines how operators measure employee satisfaction and engagement levels using an online survey tool.
3. [Customer Survey App](#) – helps operators get closer to their customers.

Following recent testing of the Dobiqurity offering, PREM Group will now use these apps in its Irish operation, with a view to potentially adopting the products in the UK as well at a future date.

Sarah Marr, Group Human Resource Manager PREM Group, explains: "PREM Group is delighted to be working with Dobiqurity. The Dobiqurity suite of apps are easy to use and the information produced is a powerful measurement tool for our performance as a customer-focused business and an employee-focused company. We look forward to putting the additional apps to use as they come on line and view the Dobiqurity product as great value for money for our businesses."

The recession hit the hospitality industry hard, but those companies that have come through the past five years, are now leaner, stronger and positioned for growth. According to Enda Larkin, Managing Director of Dobiqurity, "The industry is now comprised of great companies, all searching for competitive advantage, and if anything competition will intensify in the years ahead. In that scenario, nothing matters more than managing the quality of the customer experience. That's why we launched with these three apps, because collectively they can help any hospitality business to enhance the customer experience and therefore outshine their competitors."

Dobiqurity doesn't intend to stop with these three products and there are many more in the pipeline, including those that help to manage work-based training and tasks like stock control. Dobiqurity aims to become a 'One-Stop-App-Shop' for the hotel and hospitality industry, providing access to a growing suite of apps that help companies – large and small - to increase efficiency, reduce costs and improve business performance, all in a very user-friendly way and at a highly competitive cost.

Enda Larkin added, "We are absolutely delighted to be welcoming PREM Group as a subscriber and we look forward to a long and fruitful partnership with them in the months and years ahead. Not only are they a valued client, but as a progressive company, with a strong digital footprint already, the fact that they have chosen to work with us is a real vote of confidence in what we are doing."

View the Dobiqurity offering at: www.dobiqurity.com

For more information or interviews, please contact:
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