

# Delivering guest experience:



## are third-party operators impacting your brand?

**Guest experience management experts HGEM are pioneering a new service which allows hospitality operators to measure the impact of third-party delivery services on their guest experience.**

An HGEM study found that over half (60 per cent) of guests surveyed order takeaway at least twice a month, with third-party delivery companies such as Deliveroo, UberEATS and Amazon offering convenience for the customer, as well as the opportunity for restaurants to increase their competitive advantage. The emergence of these fast-growing operators has created a unique stakeholder relationship between restaurants, delivery companies and guests. However, despite the potential for this relationship to be mutually beneficial, it's not always clear where the blame lies if things go wrong.

HGEM's survey revealed that 41 per cent of guests surveyed hold the restaurant, rather than the delivery company, accountable if food arrives cold or is poorly presented. However, if food is delivered late, almost half (47 per cent) of guests feel that the responsibility lies with both parties. Additionally, the survey indicated a disparity in guests' experiences when using different third-party delivery companies, with 43 per cent stating that the temperature and presentation of food varies depending on the company used. As the popularity of this service grows, there will be challenges involved in ensuring that all parties benefit equally.

Alongside the mystery visits already offered to their clients, HGEM are introducing third-party delivery experience reports, offering operators data on important factors including delivery time and how well food travels and retains heat. Operators will also receive bespoke analysis of trends revealed by these reports, highlighting opportunities to improve at every stage of the operation and ensuring guests receive a quality product every time.

Sally Whelan, Founding Director of HGEM, says: 'A traditionally offline market is going online; with a wealth of data on everything from customer purchase habits to restaurant ratings at operators' fingertips. Making sure this enhances your brand rather than putting it at risk is essential. A mystery guest can experience the process and collect qualitative evidence that will help add richness to statistical data, inform actions needed to improve perceptions and provide detailed insight. With drone delivery and further technological advances on the horizon now is the time to ensure that third-party delivery companies and brand owners are working together to strengthen rather than compromise the guest experience.'

For more information, visit: [www.hgem.com](http://www.hgem.com)