

RESTAURANTS NEED TO DO MORE TO ENGAGE DINERS IN ONLINE CONVERSATION



Steven Pike, HospitalityGEM's managing director, says

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80% of diners do not converse with restaurants online, despite some major chain restaurants attracting over a million social media followers, according to research by guest experience management experts HospitalityGEM.

Despite the majority of diners not communicating with restaurants through social media, the research revealed that 42% stated that they kept up to date with their activity online and 83% agreed it was important to feel well informed before they visited a restaurant.

94% of those surveyed actively searched for a review online before going, with 18-30 and 60+ age brackets using the facility the most.

All diners surveyed said that they would be more inclined to communicate with the restaurant if they offered more deals online for their guests.

Males are more likely to communicate directly with restaurants online, but only if they are addressing a personal profile of a chef or owner, rather than the restaurant or brand as a whole.

Steven Pike, managing director of HospitalityGEM, said: "These stats have revealed some startling information that will no doubt aid restaurateurs with their online communications and encourage them to review their approach.

"Even though the use of social media has surged in the UK hospitality sector, it appears that this only works when using a specific type to post to a specific target market, with online reviews seen as being most reliable. Restaurants now need to apply their personal approach of engaging with guests to their online communications."

HospitalityGEM is a specialist guest experience management company, providing hospitality operators with tools for intelligence gathering, guest engagement and staff learning, working closely with them to help generate revenue growth.

The company's clients include Wagamama, Brasserie Blanc, Spirit Pub Company, Malmaison and Peach Pubs.

Written by [Nathan Pearce](#)