



[Home \(/\)](#) ▶ [News \(/news\)](#) ▶ [HGEM launches third party delivery analysis service](#)

## HGEM LAUNCHES THIRD PARTY DELIVERY ANALYSIS SERVICE



([http://eatoutmagazine.co.uk/sites/default/files/styles/600\\_xxx/public/images/hgem\\_food-pizza-box-chalkboard.jpg?itok=5jLLKEUb](http://eatoutmagazine.co.uk/sites/default/files/styles/600_xxx/public/images/hgem_food-pizza-box-chalkboard.jpg?itok=5jLLKEUb))

12/06/2017 - 12:29

**Guest experience management experts HGEM have launched a new service to allow operators to measure the impact of third party delivery services on their guest experience.**

The service has been launched in response to a new survey from HGEM that finds there is disparity in guests' experience when using different delivery companies.

The survey revealed that 43% of customers find the temperature and presentation of food varies depending on which delivery company is used. Also, there is confusion as to where the blame lies with 41% holding the restaurant accountable if food arrives cold or is poorly presented. However, if food is delivered late, 47% of guests feel that the responsibility lies with both parties.

Sally Whelan, founding director of HGEM, said: "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."

HGEM's new service introduces third party delivery experience reports, offering operators data on 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.

Written by Andrew McClean (<http://eatoutmagazine.co.uk/users/andrewm>)

*(/facebook)*

*(/twitter)*

*(/email)*

**EAT OUT MAGAZINE ON TWITTER ([HTTPS://TWITTER.COM/EATOUTMAG](https://twitter.com/eatoutmag))**

**SUBSCRIBE TO OUR RSS ([/RSS/EATOUTMAGAZINE](https://www.eatoutmagazine.co.uk/feed))**

**EAT OUT MAGAZINE ON INSTAGRAM ([HTTPS://WWW.INSTAGRAM.COM/EATOUTMAG](https://www.instagram.com/eatoutmag))**

**SUBSCRIBE TO DAILY NEWSLETTERS ([/REGISTER-RECEIVE-EAT-OUT-DAILY-NEWSLETTERS](#))**

---

**EAT OUT CURRENT ISSUE**


---



is=1&mt=8)



(<https://itunes.apple.com/gb/app/eat-out/id951754923?>

(<https://www.microsoft.com/store/apps/9nblgggxx7rn>)

(<https://play.google.com/store/apps/details?id=com.eatoutmagazine.android>)


**MAGAZINE ARCHIVE (/MAGAZINE-ARCHIVE-0)**
**FEATURE BRIEFS (/FEATURE-BRIEFS)**
**MOST READ**


---

31/05/2017 08:05

**ALMR RESPONDS TO MAYOR OF LONDON'S CONSULTATION ON CULTURE AND THE NIGHT TIME ECONOMY (/ALMR-RESPONDS-MAYOR-LONDON%E2%80%99S-CONSULTATION-CULTURE-AND-NIGHT-TIME-ECONOMY)**

The Association of Licensed Multiple Retailers (ALMR) has made a series of recommendations to...

---

02/06/2017 09:06

**FUN FRIDAY FOOD FACTS 2017 VOL. 21 (/FUN-FRIDAY-FOOD-FACTS-2017-VOL-21)**

In the week where all the party leaders except Theresa May had a debate, we found some food facts...

---

06/06/2017 09:06

**ETM TO OPEN LONG ARM PUB & BREWERY IN SHOREDITCH (/ETM-OPEN-LONG-ARM-PUB-BREWERY-SHOREDITCH)**

Restaurant and pub group ETM will launch the Long Arm Pub & Brewery on Worship Street in...

**EatOut Magazine**

[About Us \(/about-us\)](#)

[Contact Us \(/contact-us\)](#)

[Advertising \(/advertising-eat-out\)](#)

[Feature Briefs \(/feature-briefs\)](#)

[Useful Links \(/useful-links\)](#)

[Privacy Policy \(/privacy-policy\)](#)

[Terms & Conditions \(/terms-conditions\)](#)

[Sitemap \(/sitemap\)](#)

**Our Sites**

[Eat Out Magazine \(http://eatoutmagazine.co.uk\)](http://eatoutmagazine.co.uk)

[Cost Sector Catering \(http://costsectorcatering.co.uk/\)](http://costsectorcatering.co.uk/)

[LACA \(http://laca.co.uk/\)](http://laca.co.uk/)

[Craft Guild of Chefs \(http://craftguildofchefs.org/\)](http://craftguildofchefs.org/)

**CMS (/user/login)**

**Sign Up & receive newsletter from the Eat Out magazine**

E-mail