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Mystery dining service measures third-party delivery services

22 June 2017 by Helen Edmonds



Guest experience management experts **HGEM** is pioneering a new service which allows fish and chip shops to mystery dine third-party delivery services.

It follows a consumer survey which shows there is often confusion as to where the blame lies if things go wrong. For example, 41% 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%) 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% stating that the temperature and presentation of food varies depending on the company used.

The new service will offer 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.'