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Third-party delivery firms – good or bad for pubs?

By Nikke Sutton , 12-Jun-2017
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Off-site: some 60% of customers eat takeaway food at least twice a month, according to HGEM

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Guest experience management business HGEM has launched a new report for operators to measure the impact of third-party delivery services on their guest experience.

An HGEM survey revealed that more than half (60%) of the 1,127 people questioned ordered a takeaway at least twice month, and used third-party businesses such as Deliveroo and UberEats to do so.

The emergence of these types of operators has created a new relationship between hospitality businesses, delivery companies and guests.

However, despite the opportunity for this relationship to be mutually beneficial, it is not always clear where the blame lies if things go wrong.

The survey also showed that 41% of guests surveyed hold the venue, rather than the delivery company accountable if the food arrives cold or is poorly presented.

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If the food is delivered late, almost half (47%) of those surveyed felt the responsibility was with the delivery company and the venue.

HGEM is also offering third-party delivery experience reports, giving operators data on factors including delivery time and how well food travels and retains heat.

Operators will also receive bespoke analysis trends revealed by the reports, highlighting opportunities to improve at every stage of the operation and ensuring guests receive a quality product every time.

HGEM founding director Sally Whelan urged operators to ensure they were working with third-party delivery companies to help their diners.

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She said: "A traditionally offline market is going online, with a wealth of data on everything from customer purchase habits to restaurant ratings at operator's fingertips."

Working together

Whelan added: "With drone delivery and further technological advances on the horizon, now is the time to ensure third-party delivery companies and brand owners are working together to strengthen rather than compromise the guest experience."

Meanwhile, Leeds-based pub group Arc Inspirations has launched the city's first cocktail delivery service from its Manahatta Greek Street site.

Arc Inspirations bar development manager Mark Austin lauded the site's cocktail offering and outlined how the Deliveroo cocktails gives customers the opportunity to enjoy the same drinks experience they would expect from Manahatta, in the comfort of their own home.

He said: "Our aim was to bring something different to your usual at-home option to the city's food and drink scene."

A Deliveroo spokesperson said: "This is our first deliverable cocktail service in Leeds and we are thrilled to partner with Manahatta and Arc Inspirations to help deliver its cocktails to the residents of Leeds."

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