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Edited by Paul Charity, named second most influential sector journalist by research and insights firm Allegra Strategies

MORNING BRIEFING FOR PUB, RESTAURANT AND FOOD SERVICE OPERATORS

Wed 19th Jun 2019 - Propel Wednesday News Briefing

Restaurant operators urged to make cancellations easier to address no-show crisis: Operators need to make it easier to cancel bookings to address the restaurant no-show crisis, according to new research. The findings by guest experience management expert HGEM revealed half of diners believe restaurants need to make their cancellation process easier, while almost three-fifths (56%) expect an option to cancel in any correspondence they receive. Additionally, more than one-quarter (27%) would welcome being able to cancel via text message and 17% through a restaurant's app. The study also revealed more than three-fifths (61%) of guests would be more likely to turn up if they received a reminder about the reservation 24 hours in advance. Of those respondents, 62% would like a reminder via text, while 35% would prefer an email. Meanwhile, almost three-fifths (58%) of consumers would never book a restaurant that required a deposit. For those who would book a restaurant that required a deposit, almost half (47%) said they expected to pay a deposit when there was a large group, while more than one-quarter (28%) are happy to pay to secure a table for a special occasion. That said, 69% would be more likely to turn up if they paid a deposit. HGEM founding director Sally Whelan said: "Restaurant no-shows is a topic that has been particularly prevalent in our industry in recent months. Our research has revealed that while diners are more likely to turn up for their tables if they receive direct communication in advance, there's a clear opportunity for operators to offer a smoother cancellation process across a variety of methods. Incorporating these learnings would have a positive impact on restaurant bookings."