

HOSPITALITYGEM RESEARCH REVEALS DINERS TOP GRIEVANCES



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The number one grievance diners have when eating out is disappointing food, however all the other bugbears in the top ten are within the control of the front of house team.

Steven Pike, managing director, HospitalityGEM, said: "Pinpointing the biggest grievances in hospitality has helped us to better identify priorities and provide advice to our clients to optimise the experience of their guests.

"Each of the top 10 can be isolated to a key stage of the guest journey. Having a clear and achievable framework to set standards at each of these stages, and an effective way of measuring performance, will help operators to manage consistency and identify weak points.

"With disappointing food at the top of the pile, it shows that evaluation should include the kitchen output. We can help with this by providing dish-specific feedback, with imagery, so operators can easily identify issues with dish specification or consistency."

The Top 10:

1. Disappointing food
2. Having to ask for service
3. Taking too long to bring drinks or food
4. An unclean table from previous occupant
5. Being ignored on arrival
6. Dishes arriving at different times
7. Slowness bringing the bill and taking payment
8. Incorrect order arriving
9. Being ignored at the bar
10. Slow taking of food order

There were some differing factors that came into account when gender was analysed, with 12% of women being bothered by an unclean table, compared to just 8 per cent of men.

Women (11%) were also more likely to dislike being 'ignored on arrival' compared with men (8%), and were more troubled by 'disappointing food' as their biggest grievance (19%), but only men's second biggest (14%).

Patience when waiting for the bill increases with age, with the percentage of those citing it their biggest guest grievance steadily dropping from 8% for 18-25 year olds to 0% of those over 66. This is the same when waiting for food, as it bothers 10% of 18-25 year olds but 0% of 66 year olds.