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New research by guest experience management experts, HospitalityGEM, has revealed that 60% of diners feel independent restaurants are the most effective at making guests feels welcome, with chains and pubs some way behind.

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INDEPENDENTS MAKE GUESTS FEEL MORE WELCOME THAN CHAINS – HOSPITALITYGEM RESEARCH REVEALS



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New research by guest experience management experts, HospitalityGEM, has revealed that 60% of diners feel independent restaurants are the most effective at making guests feels welcome, with chains and pubs some way behind.

Chain restaurants and gastro pubs were 13% and 11%, respectively, behind independent restaurants on the new survey.

Ongoing engagement with diners throughout a visit was the most important factor in making a guest feel welcome (57%) followed by 19% of respondents who felt it was down to staff awareness of their environment

and of guests' needs.

Steven Pike, managing director of HospitalityGEM, said: "These results are reflective of the trend towards less formal situations for eating out, particularly among younger generations, but they also highlight the importance of really effective teamwork and attentiveness throughout a guest's experience.

"This means recruiting people with the ability to interact well with their colleagues as well as with diners. But it also requires a very clear set of operational processes so that the service appears fluid."

When asked to rate key points in a restaurant experience, diners rated meeting and greeting top, followed by check back throughout the meal and efficient provision of bill and processing of payment.

Written by [Andrew McClean](#)