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HGEM RESEARCH REVEALS IMPORTANCE OF FIRST IMPRESSIONS



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New research from guest experience management experts HGEM has found that 83% of consumers consider the welcome at a pub or restaurant to be 'important' or 'very important' to their overall enjoyment of the experience.

HGEM reveals that 79% of diners would be deterred from making a return visit to a site if they received a poor welcome.

Steven Pike, managing director of HGEM, said: "While personalisation has been gaining popularity recently in the context of products, it will always be important in a service context and particularly as diners look for a move from a routine or disingenuous greeting to a sincere and personalised welcome."

The research found that incorporating an element of personalisation to the welcome, such as creating additional conversation or going above and beyond role requirements, was the most highly rated factor in delivering a memorable welcome.

The importance of human interaction was also emphasised, with 44% of customers considering staff to have the greatest impact on their first impression of a restaurant over decor or speed of service. Furthermore, 33% of respondents cited employees who exceeded expectations as essential for a great welcome.

Written by [Andrew McClean](#)

