

EP *Business in Hospitality*

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Majority of diners will not return to a restaurant with slow service

- A study by HospitalityGEM has shown that 87 per cent of diners would not return to a pub or restaurant if they have experienced slow service from staff. The study also found that 95 per cent of diners would tell their friends a slow service.
- Less than half of the survey's respondents said that they would complain whilst at the restaurant or pub, lowering the chances of managers being able to address the issue.
- The figures also showed that 57 per cent of consumers want to be seated within five minutes of arriving at the venue and two-thirds expect their order to be taken within five to ten minutes.
- Steven Pike, managing director of HospitalityGEM said "Our research clearly demonstrates the need for operational processes and training to support a fast, effective service. However, it's also about reading the guest's needs and recognising the appropriate pace. The silent impact on your brand when the pace is wrong (and too slow is more common complaint than too fast) can be significant."

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