

Essentially Catering Magazine

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Industry News

HospitalityGEM reveals diners' biggest grievances

Following a comprehensive survey into the UK hospitality industry, HospitalityGEM has revealed the Top 10 grievances from customers at eating out establishments. With the exception of the number one bugbear, all are within the control of the front-of-house team.

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.

Steven Pike, Managing Director, HospitalityGEM commented: "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."

