

## Guests reveal Biggest Dining Grievances

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**HospitalityGEM, the experts in Guest Experience Management, have completed a comprehensive survey into the UK hospitality industry, and can today reveal the Top 10 Guest 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.**

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 per cent of women being bothered by an unclean table, compared to just 8 per cent of men. Women (11 per cent) were also more likely to dislike being 'ignored on arrival' compared with men (8 per cent), and were more troubled by 'disappointing food' as their biggest grievance (19 per cent), but only men's second biggest (14 per cent).

Generally, men were far more annoyed by the speed of service, with in general, almost 10 per cent more men than women considered slow service their biggest grievance – 27 per cent picked speed in some capacity, compared to 19 per cent of women.

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

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.

"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."

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