

## Upselling in foodservice at all-time low

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*Upselling declined from 83 per cent in 2012 to 70 per cent in 2014*

Research shows that upselling in the foodservice industry has significantly declined over the past two years.

According to the figures by guest experience management expert HospitalityGEM, upselling featured in 70 per cent of customer visits in 2014 compared with 83 per cent in 2012.

In December 2014, upselling was at all-time low when it was recorded in just 66 per cent of visits.

HospitalityGEM states this could be due to higher numbers of customers and large group bookings at Christmas and the increased pressure it places on staff.

Steven Pike, managing director of HospitalityGEM commented: "While staff may feel uncomfortable offering customers additional or more expensive products, it's well worth operators investing in training to ensure this takes place.

"Our research identified that the Net Promoter Score is actually higher on visits where upselling features; this suggests that the customer appreciates the offer and the implied consideration of their requirements, and this is ultimately translated into positive word-of-mouth."

However, Steven explains that the term 'upselling' is starting to feel dated and that brands are now turning to terms like 'suggestive selling'.