



## 10 ways NOT to make your customers happy

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**A survey has revealed the top 10 bugbears of British consumers when eating out.**

A study by guest experience management company HospitalityGEM found that nine out of the 10 top bugbears were related to front-of-house.

However, the thing which annoyed the public the most was disappointing food.

### **The UK's Top 10 Bugbears:**

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



Results varied among men and women however, with 12 per cent of women being disgruntled most with an unclean table, compared to just eight per cent of men.

Meanwhile it found Men were generally most annoyed at [speed of service](#); 27 per cent of Men said this was their biggest bugbear, compared to 19 per cent of women.

Steven Pike, HospitalityGEM managing director, said: “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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