

[Home](#) ▶ [News](#) ▶ [Organisation and timing valued as most important factor at coffee shops – survey reveals](#)

ORGANISATION AND TIMING VALUED AS MOST IMPORTANT FACTOR AT COFFEE SHOPS – SURVEY REVEALS



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A new survey from HospitalityGEM has found that poor organisation and timing at coffee shops is the factor most likely to spoil an experience and was cited by 42% of respondents.

15% said they would be least tolerant of a robotic service style, indicating 'personality' should be viewed as the icing on the cake, behind getting the product right and being organised.

Steven Pike, managing director of HospitalityGEM, said: "Maximising the guest experience is not solely about the quality of the product offering. It is also about the organisation, timing and how a team engage with the customer, which must all work seamlessly in harmony with an operators brand values.

"Three quarters of those surveyed said they would stay longer and spend more if the service was good – so who says service is not about sales? A great experience can help to increase dwell time, which will then encourage a team to upsell, as well as encouraging customers to return again and again."

Written by [Andrew McClean](#)