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## News Round-up

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### Survey finds poorly organised coffee shops spoil the QSR experience for consumers

**A new survey from HospitalityGEM has found that poor organisation and timing at coffee shops is the factor most likely to spoil an experience**

Of those who responded to the study 42% cited the poor organisation and timing as a major problem whilst 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."