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 @paulcharity1



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Edited by Paul Charity, named second most influential sector journalist by research and insights firm Allegra Strategies



How far could your food take you?



MORNING BRIEFING FOR PUB, RESTAURANT AND FOOD SERVICE OPERATORS

Mon 12th Jun 2017 - Propel Monday News Briefing

HGEM launches report that measures impact of third-party delivery services:

Guest experience management expert HGEM has launched a new report that allows hospitality operators to measure the impact of third-party delivery services on their guests' experience. HGEM said the emergence of third-party delivery companies such as Deliveroo, UberEats and Amazon had created a "unique stakeholder relationship between restaurants, delivery companies and guests". However, it added that despite the potential for this relationship to be mutually beneficial, it was "not always clear where the blame lies if things go wrong". A recent HGEM survey revealed 41% of guests hold the restaurant, rather than the delivery company, accountable if food arrives cold or is poorly presented. However, if food is delivered late, almost half (47%) of guests feel the responsibility lies with both parties. The survey also revealed more than half of respondents (60%) order a takeaway via third-party delivery companies at least twice a month. HGEM said there would be "challenges involved in ensuring all parties benefit equally" as the popularity of delivery services grew. HGEM said its new third-party delivery experience reports would offer operators data on factors such as delivery time and how well food travelled and retained heat. Operators will also receive bespoke analysis of trends revealed by the reports. HGEM founding director Sally Whelan said: "A traditionally offline market is going online – with a wealth of data on everything from customer purchase habits to restaurant ratings at operators' fingertips. With drone delivery and further technological advances on the horizon, now is the time to ensure third-party delivery companies and brand owners are working together to strengthen, rather than compromise, the guest experience."