

Rise & Shine

Your morning slice of hospitality news in the South & South West



Are third-party operators delivering?

Guest experience management company HGEM are launching a new service which allows hospitality operators to measure the impact of third-party delivery services like Deliveroo and uberEATS on their customers.

The third-party delivery experience reports will offer data on factors including delivery time and how well food travels and retains heat. Operators will also receive a bespoke analysis of trends revealed by their reports.

An HGEM study found that over half (60%) of guests surveyed order takeaway at least twice a month. Their survey revealed that 41% of those surveyed 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 that the responsibility lies with both parties.

Sally Whelan, Founding Director of HGEM, says: "A traditionally offline market is going online; with a wealth of data on everything from customer purchase habits to restaurant ratings at operators' fingertips. Making sure this enhances your brand rather than putting it at risk is essential. A mystery guest can experience the process and collect qualitative evidence that will help add richness to statistical data, inform actions needed to improve perceptions and provide detailed insight."

For more information, visit: www.hgem.com