

Independents Make Guests Feel More Welcome Than Chains According To HospitalityGEM Research

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Hospitality staff in independent restaurants are, according to a survey from industry management experts HospitalityGEM, better at making diners feel welcome than their counterparts in chains/multiple outlets. The survey revealed that 60% of diners feel independent restaurants are the most effective at making guests feel welcome, with chains and pubs 13% and 11%, respectively, behind.



Ongoing engagement with diners throughout a visit was the most important factor in making a guest feel welcome (57%) followed by 19% of respondents who felt it was down to staff awareness of their environment and of guests' needs.

Steven Pike, managing director of HospitalityGEM, said: "These results are reflective of the trend towards less formal situations for eating out, particularly among younger generations, but they also highlight the importance of really effective teamwork and attentiveness throughout a guest's experience.

"This means recruiting people with the ability to interact well with their colleagues as well as with diners. But it also requires a very clear set of operational processes so that the service appears fluid."

When asked to rate key points in a restaurant experience, diners rated meeting and greeting top, followed by check back throughout the meal and efficient provision of bill and processing of payment.

The areas of service highlighted contributing to making guests feel welcome include

1. meeting and greeting
2. checking back during the meal to ensure satisfaction
3. efficiency and presenting Bill and processing payment
4. offering second drinks
5. guidance through menu upon seating.