

Nine out of ten British diners boycott pubs and restaurants for slow service

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But survey shows that less than half would complain to staff about the slow service while at the venue.



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Food for thought: Most of us wouldn't go back to a venue after slow service

Almost nine out of 10 Britons boycott a pub or restaurant in protest against slow service, according to a new report.

For the latest research from HospitalityGEM shows the vast majority of people will avoid a pub or restaurant and tell their friends to do the same if they have a single experience of slow service.

The study by the guest experience management experts shows that customers are less than forgiving when it comes to a single incident, with an overwhelming 87 per cent not returning to a pub or restaurant after a slow-service experience.

And the additional bad news for catering companies is that an overwhelming 95 per cent tell their friends about a single incident.

But the survey of 775 diners shows that less than half - 48 per cent - would complain to staff about the slow service while at the venue.

More than half - 57 per cent - want to wait less than five minutes to be seated with two thirds of would-be diners - 65 per cent - wanting their order taken within 5-10 minutes. Almost three quarters - 72 per cent - put aside an hour for pub lunch during the week.

On their experience as a whole, diners expect to only take an hour **over lunch** in a pub or restaurant during the week.

Steven Pike, managing director of HospitalityGEM said: "Our research clearly demonstrates the need for operational processes and training to support a **fast, effective service**.

" However, it is also about reading the guest's needs and recognising the appropriate pace. The silent impact on your brand when the pace is wrong - and too slow is a more common complaint than too fast - can be significant.

"With less than half of customers saying that they would complain while on-site, it can be difficult for operators to even be aware of problems before they leak into the guest's recommendations.

"This demonstrates the need for a comprehensive evaluation system that can compare the experience against the brand standards and highlight areas where improvement is needed."

