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News

Industry round-up

NEWS BITES

Slow service turns off 87% of diners



New research by

HospitalityGEM has

revealed that 87% of diners would not return to a pub or restaurant following an experience of slow service.

The negative impact of a single incident of slow service can be even greater than anticipated, with 95% of diners stating that they would feel obligated to mention this to friends, despite only 48% saying that they would complain while at the venue.

Service was also revealed to extend to the entire experience, with 57% of diners saying they would want to wait less than five minutes to be seated and two thirds wanting their order taken within five to 10 minutes.