4 July 2016

WHEN IT COMES TO DINING OUT THE US AND GB ARE OCEANS APART

Brits are more impatient than their US counterparts when it comes to dining out.

For Americans their biggest frustration is the wrong order being taken [32% v 24%] and for the British it's all about speed of delivery [44% v 31%].

The GO Technology report findings from Zonal Retail Data Systems and CGA Peach, show that UK diners are more focused on speed of service and in the US it's more about quality of service.

Not being able to pay quickly is a bugbear in the UK with 14% citing it as their number one pet hate, whereas in the US only 9% express this as a major issue.

Zonal's chief executive Stuart McLean said: "From our experience of the US hospitality market they are definitely behind the times when it comes to adopting technology to support the customer journey. In the UK technology is considered central to an operator's infrastructure and this is supported in our research findings. In the UK we experience fewer mistakes when it comes to orders being taken, so it's less of an issue. In the US where there is huge service culture, consumers are less forgiving when it comes to receiving incorrect orders."

However, the biggest opportunity for food operators is take-out. In the US, 40% of consumers order food to go at least once a week, with 54% choosing to collect their order from the restaurant. Only 29% opt to have their food delivered.

In the UK there are signs that we are adopting the take-out trend, but still fall short of the US with only 14% of consumers having food delivered at least once a week (6.7 million or 1 in 7 GB consumers).

As the demand for take-out is on the up, so is the use of smartphone delivery apps such as Just Eat, Hungry Horse and the fastest growing app, Deliveroo. Around 5.6 million people are opting for these third party delivery services.

Jamie Campbell, director of CGA Peach: "High street restaurant brands have recognised the potential of take away as part of their overall service offer and we will see this grow in the coming months and years as the market matures with more delivery providers entering the market. To support this, the demand for app technology is also on the up with consumers feeling increasingly comfortable to book a table, order food and pay for it from their personal devices."

2/.

Working in partnership with Zonal, the CGA Peach GO Technology report tracks consumer attitudes and experiences with technology when eating and drinking out. The research is conducted quarterly to gain an insight over a period of time to measure consumer behaviour and trends, helping operators to keep one step ahead.

Zonal Retail Data Systems is the leading provider of integrated hospitality management solutions to over 9,000 leisure and hospitality businesses across the UK. In 1993 the company launched in the US. For over 36 years, the company has been working closely with clients to enhance the customer experience through market leading technology, experienced people and a partnership approach to business.

ENDS