



# ALL THINGS CUSTOMER

EMMA-LOUISE VEITCH

CUSTOMER EXPERIENCE EXPERT





***Coronavirus Impact  
Survey:  
Eateries***

**1<sup>st</sup> - 13<sup>th</sup> May 2020**

# SUMMARY

**1<sup>st</sup> - 13<sup>th</sup> May 2020**

**147 Respondents**

*Please note; Results are rounded up/down to the nearest whole number*

## Eating out...

- 93% felt safe eating out prior to the coronavirus pandemic
- Once we 'return to normal', this reduces by 37%, as 59% will feel safe going out to eat
- 30% won't feel safe, but will go occasionally (which is a 900% increase to prior to the coronavirus pandemic), and 10% won't go out to eat (which is a 400% increase prior to the coronavirus pandemic)
- The frequency of eating out after the coronavirus pandemic will change. Prior to the coronavirus pandemic, 26% ate out several times a month, 19% a couple of times a week or more, and 17% once a week. Once we 'return to normal', 27% will eat out once a month (previously 15%), 24% several times a month and 15% once a week

# SUMMARY

## Takeaways...

- Prior to the coronavirus pandemic, 82% felt safe ordering a takeaway, and 6% didn't feel safe but ordered occasionally (11% didn't order takeaways)
- Of all those who've previously ordered takeaways, with the current coronavirus measures in place, there is a 33% reduction in those feeling safe to order (55% still feel safe to order), furthermore, 22% aren't ordering takeaways at all anymore and 21% do not feel safe ordering takeaways but order occasionally
- Once we 'return to normal', 71% think they will feel safe ordering a takeaway, a 13% reduction from pre-pandemic. 13% won't feel safe but will order occasionally, a 117% increase, and, 15% won't order takeaways anymore
- Prior to the coronavirus pandemic, 27% ordered a takeaway once a month, 24% once a week and 23% several times a month
- During the coronavirus pandemic, even though consumers feel less safe ordering takeaways, the frequency has changed with a 58% increase in ordering once a week (currently 38% are ordering once a week), 23% are ordering several times a month and 19% once a month. The takeaway frequency increase could be due to physical premises being closed, consumers wanting to support local businesses and wanting to enjoy an occasional 'treat'
- Once we 'return to normal', takeaway frequency pretty much resumes to pre-pandemic, as 29% are likely to order once a month, 24% several times a month and 20% once a week

# SUMMARY

- There's been a real support of consumers supporting takeaway businesses, including businesses that previously didn't offer takeaways prior to the coronavirus pandemic
- 56% are using a combination of takeaways they've previously used as well as ordering from places that have previously not offered takeaways
- 29% have only been ordering takeaways from places they've used before the coronavirus pandemic
- 14% have only been ordering from places that have previously not offered takeaways
- Of those who have been ordering from places who previously didn't offer takeaways, once we 'return to normal', 51% would use an equal combination of going to their establishment and ordering their takeaways
- It's important to note though, that 30% would be more likely to stop ordering their takeaways as they enjoy the physical establishment experience much more
- And, 18% would be more likely to continue to order takeaways from them rather than visit their establishment
- I think until everyone is feeling a lot safer, eateries should continue offering their takeaway service and then ask their own customer base this question again as the result will differ depending on the individual eatery

# SUMMARY

- 71% think that eateries customer service/experience has improved during the coronavirus pandemic. Most commonly mentioned...
  - Loving that places have adapted to offer takeaways, when previously these weren't offered
  - Enjoying having a variety of food delivery options
  - Having the option to order high end food for delivery
  - Staff are much more friendly, and customers are being thanked for their custom
  - More organised and more efficient systems for ordering and collecting/delivery
  - Generally more accommodating and trying to provide a great service
  - More attentive to the customer, therefore customers feel more valued
  
- 92% agree or strongly agree in valuing the experience provided by an eatery establishment
  
- When asked what an eatery might do as a result of the coronavirus pandemic that would make consumers buy from them above anyone else in the future? Most commonly mentioned...
  - Ensure good/visible standards of hygiene and cleanliness. Keep sanitising generally, especially tables, toilets and fixtures/fixings. Keep a good distance in between tables and don't overcrowd
  - Continue offering deliveries
  - Improve/continue offering excellent, friendly customer service
  - Offer value for money
  - Ensure there is good quality, fresh food – especially local produce
  - Ensure that their staff were treated well during the pandemic

## Before the coronavirus pandemic, did you...

Feel safe going out to eat 93% / 138 resp.



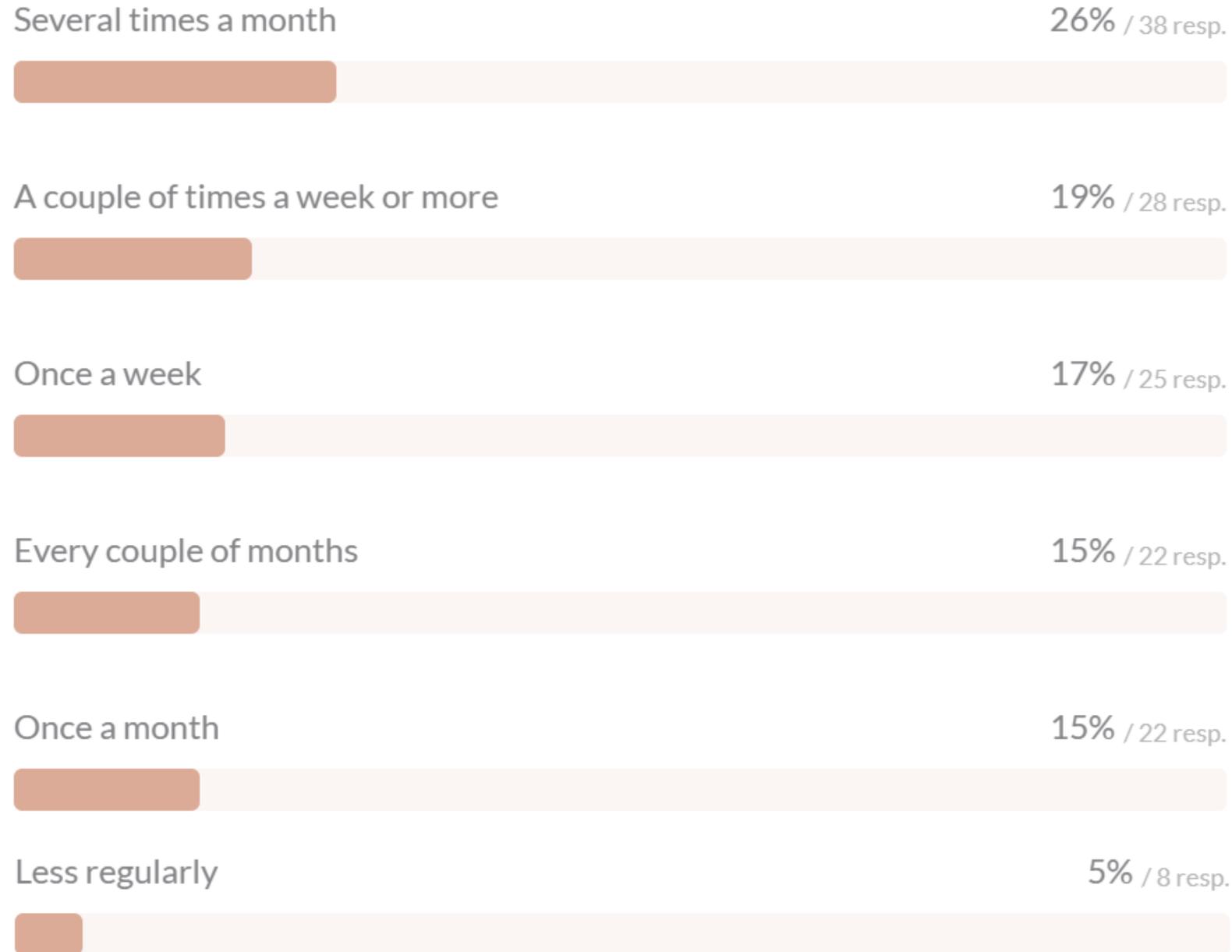
Not feel safe going out to eat, but went occasionally 3% / 5 resp.



Not go out to eat 2% / 4 resp.



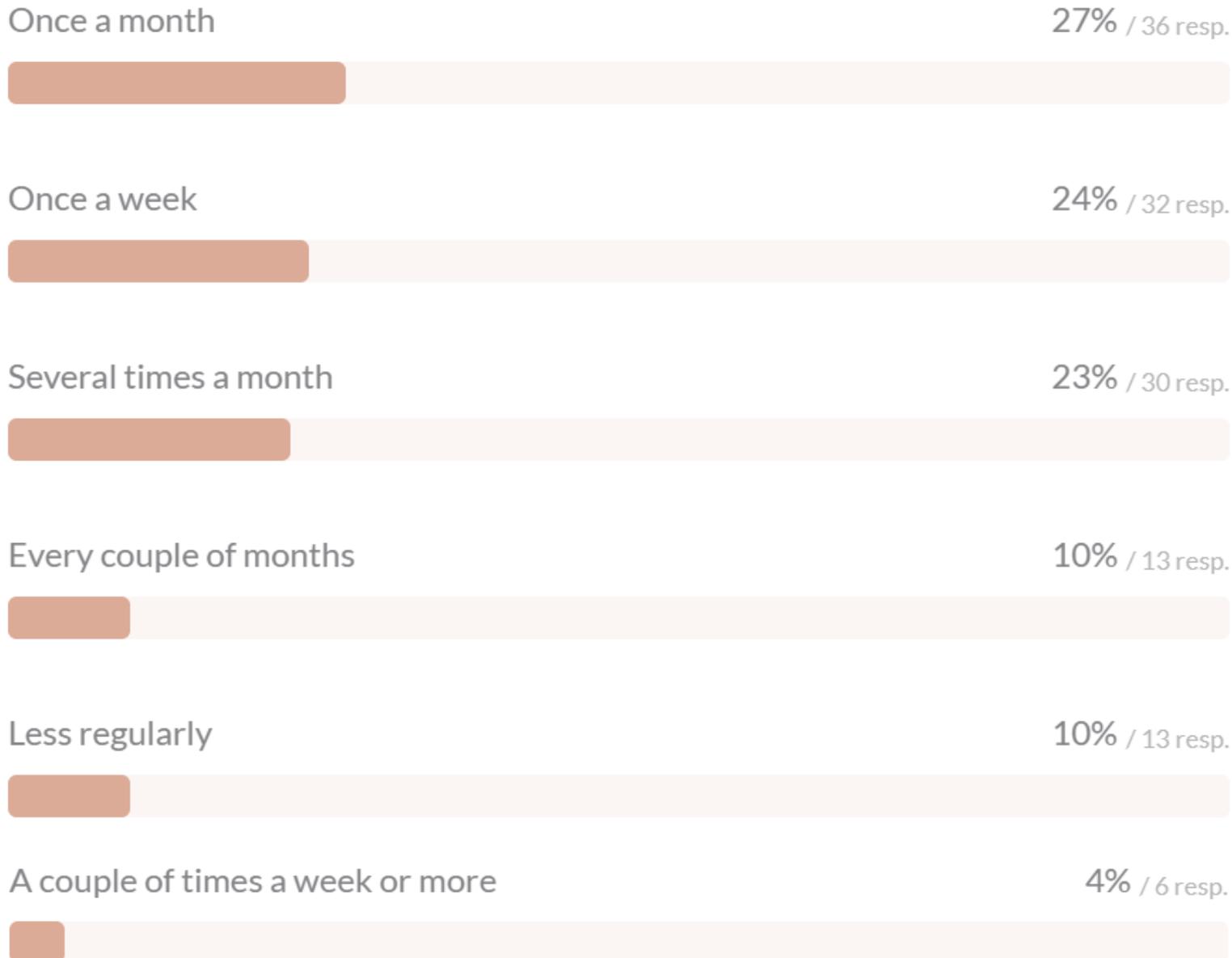
## Before the coronavirus pandemic, did you eat out...



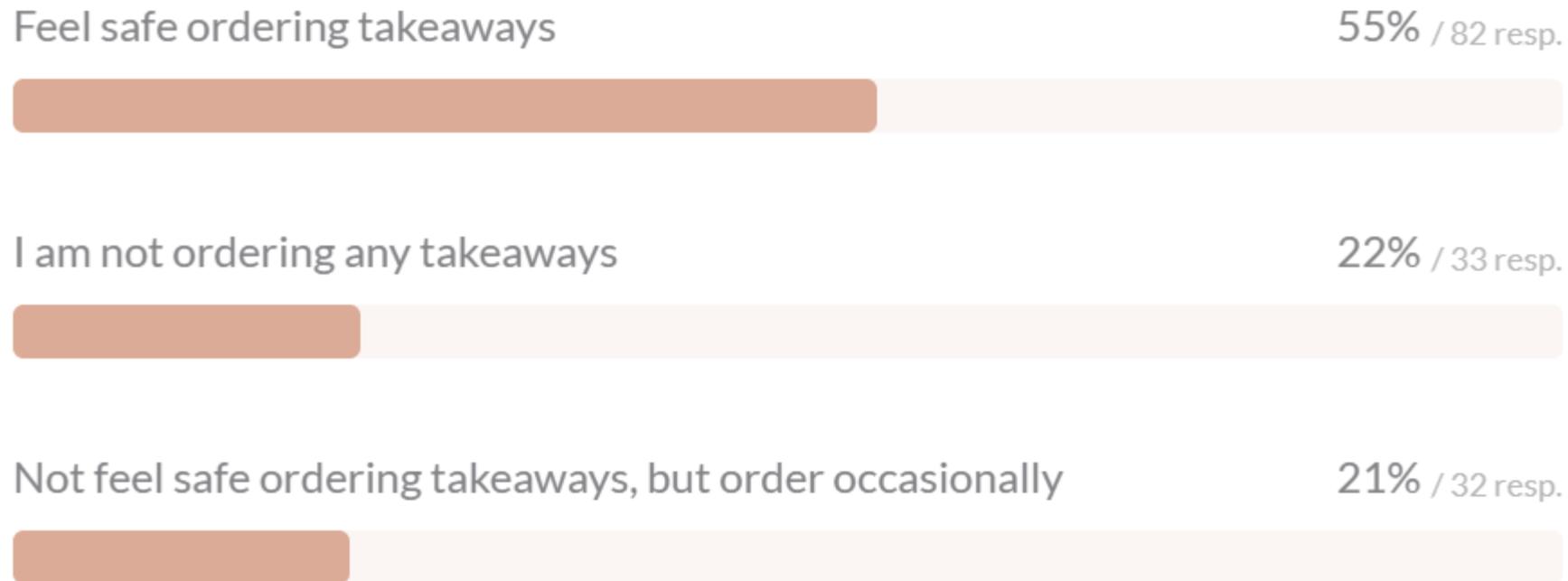
## Before the coronavirus pandemic, did you...



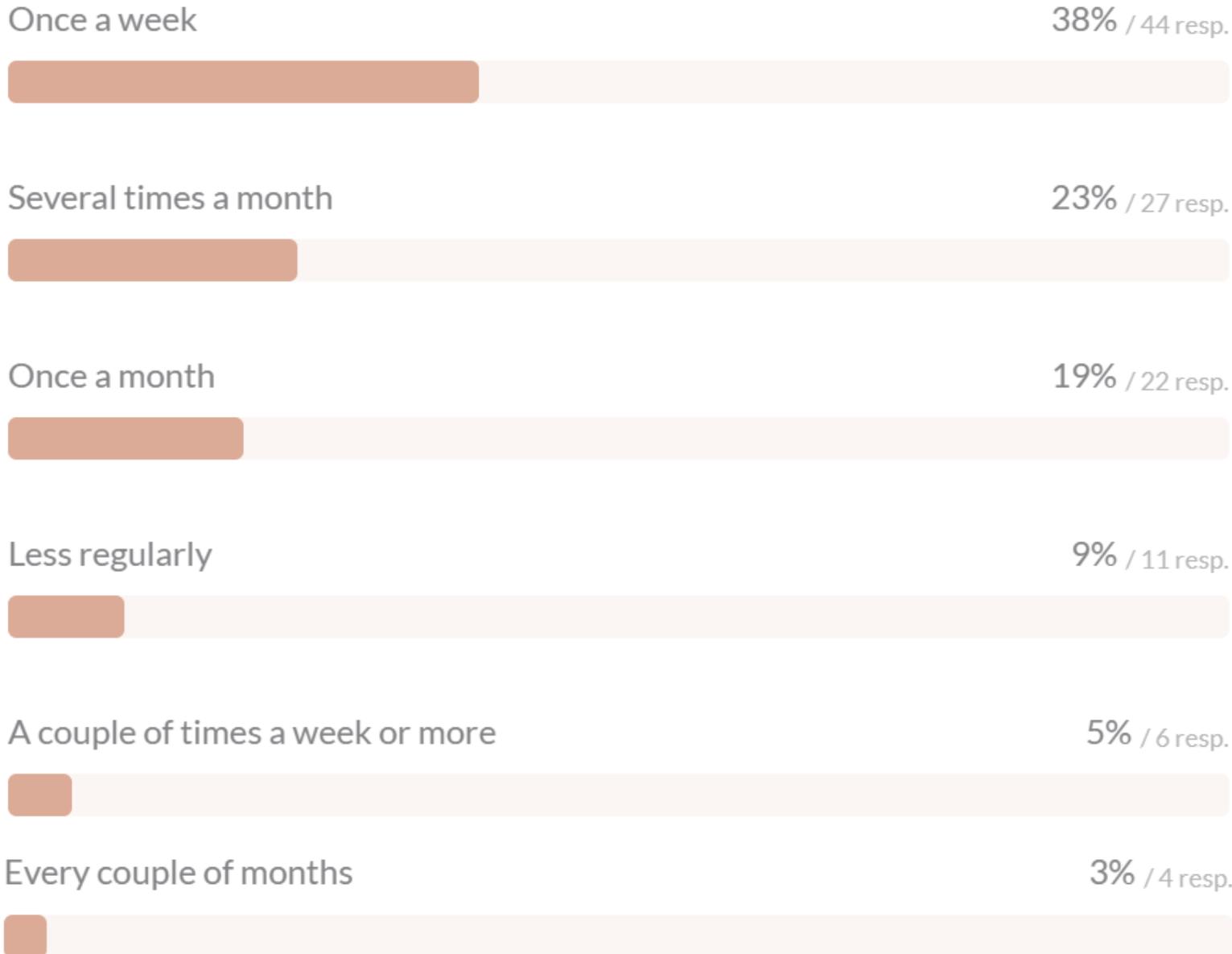
## Before the coronavirus pandemic, did you order a takeaway...



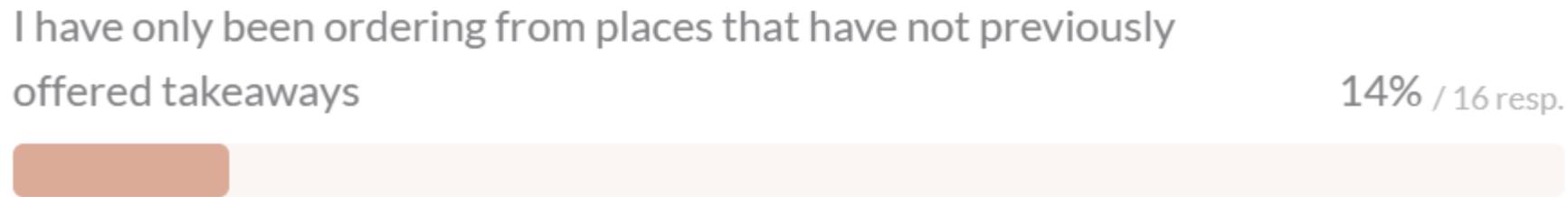
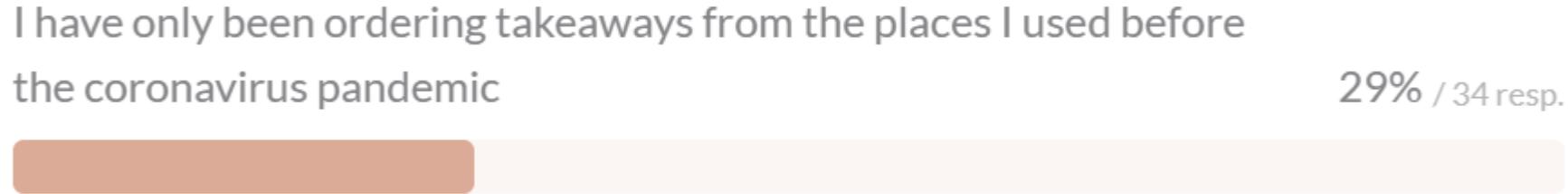
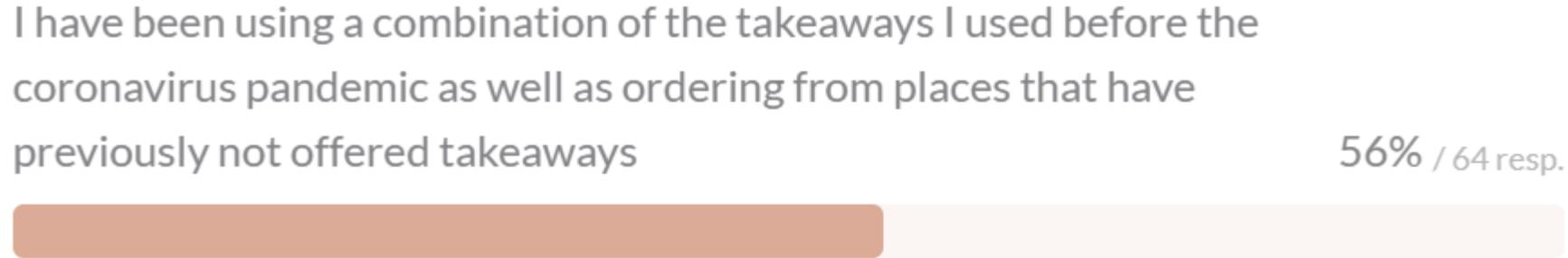
## Currently, with the coronavirus measures in place and eateries closed, do you...



# Currently, with the coronavirus measures in place and eateries closed, are you ordering takeaways...



## During the coronavirus pandemic, many eateries started offering their food as takeaways, which statement would you most relate to...



## When thinking about the eateries you have ordered from who have not offered takeaways in the past. Once we 'return to normal', after the coronavirus pandemic, would you...

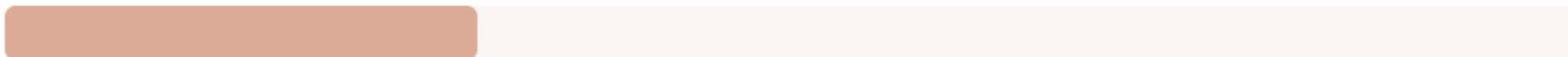
Use an equal combination of going to their establishment and ordering their takeaways

51% / 41 resp.



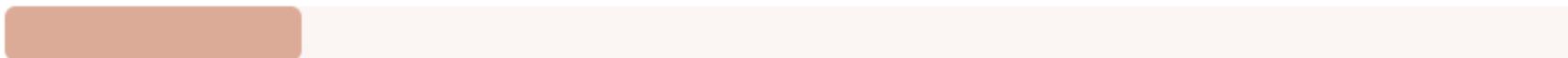
Be more likely to stop ordering their takeaways, as you enjoy the physical establishment experience much more

30% / 24 resp.



Be more likely to continue ordering takeaways from them, rather than visit their establishment

18% / 15 resp.



# Do you think that eateries customer service/experience has improved during the coronavirus pandemic?



## Please can you explain why you think that eateries customer service/experience has improved during the coronavirus pandemic? (A few examples)

"It's more dynamic and having take away options is quite nice for a change if for some reason you can't go out you could still enjoy high end food potentially"

"Ability to be flexible"

"They seem very keen to provide a good service"

"I think the service has improved as they are appreciating customers during this pandemic. I am extremely happy that some restaurants/cafes are offering takeaways as this is a lovely treat during the week"

"Because some places that have never done take away before starting doing so and the service was excellent"

"Efficient system for ordering and collecting/delivery"

"Staff seem much more friendly and have time to chat and are generally more pleasant. I have been thanked for my custom by all of them"

"They have more creative packages for people, wine and desert options. Getting things that wouldn't normally be takeaway"

"Staff are more polite and understanding both on the phone and albeit distanced, face to face"

"Much more attentive, and taking into consideration of the rules and measures that were put into place"

"All in hospitality focusing more on customers needs now"

"More attentive to the customer as they really value the business"

"There is more choice available and we found the deliveries to be more on time"

"Many Jersey Eateries have a habit of not welcoming any kind of change (or adaptation to more modern ways) because they don't have to. In this environment many have had to and have genuinely embraced this and been thankful for the custom (rather than the like or lump or approach many places here are sadly known for)"

"Much more personal"

"Some have put themselves under so much pressure to get a great service up and running. Also have listened to feedback and popped a little thank you snack in some of the deliveries. We will continue to support these businesses in any way we can - even if they stop takeaways"

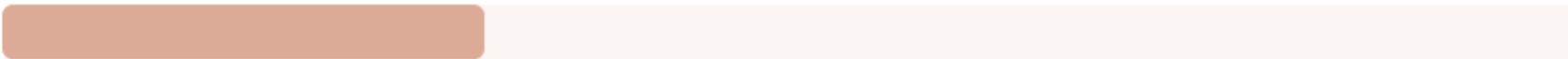
"It's great that some of the restaurants have offered takeaway facilities especially the higher end ones . Nice to have the choice"

# Once we 'return to normal', after the coronavirus pandemic, will you most likely...

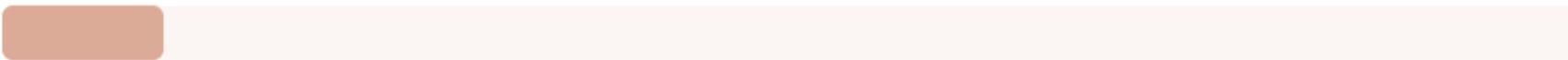
Feel safe going out to eat 59% / 87 resp.



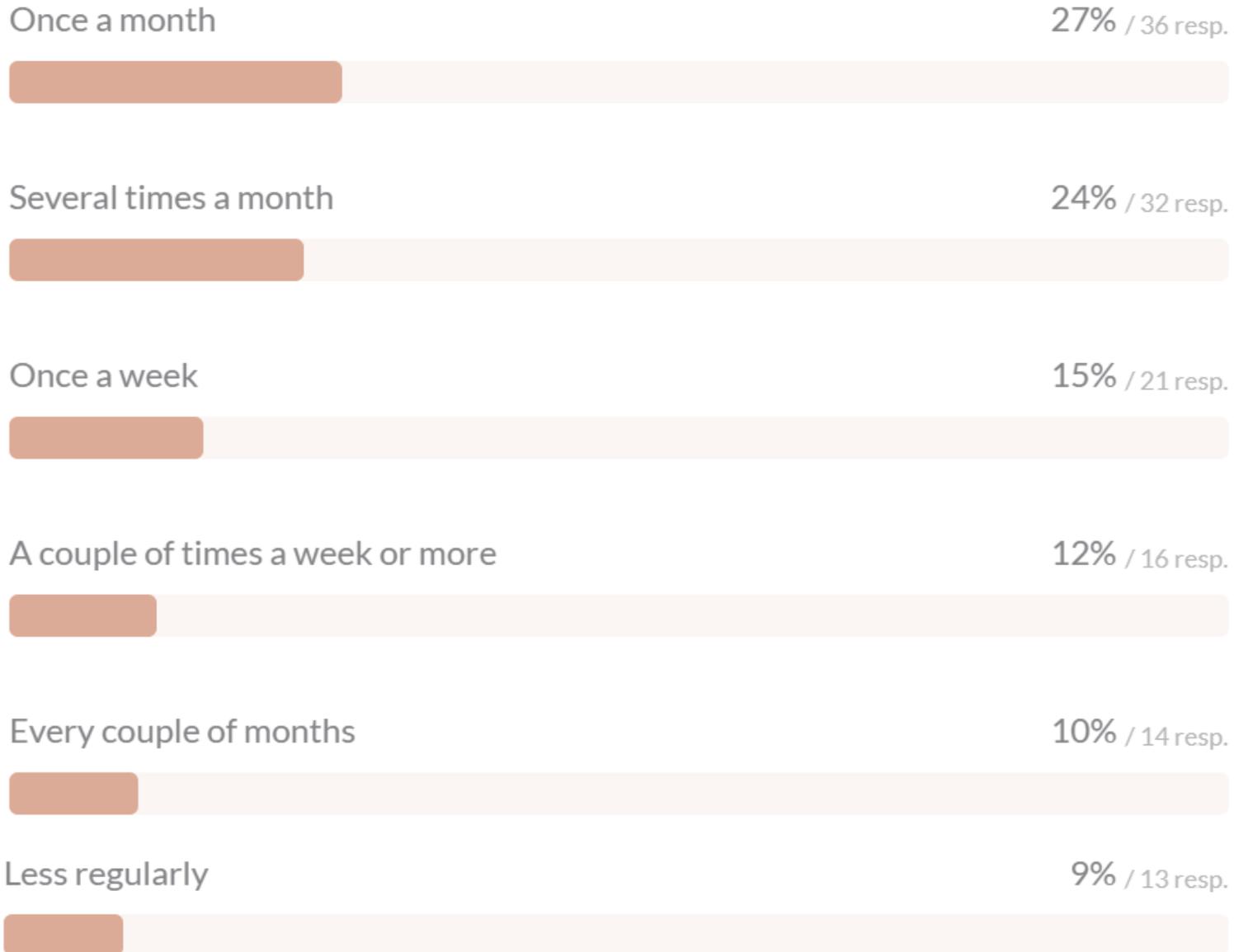
Not feel safe going out to eat, but go occasionally 30% / 45 resp.



Not go out to eat 10% / 15 resp.



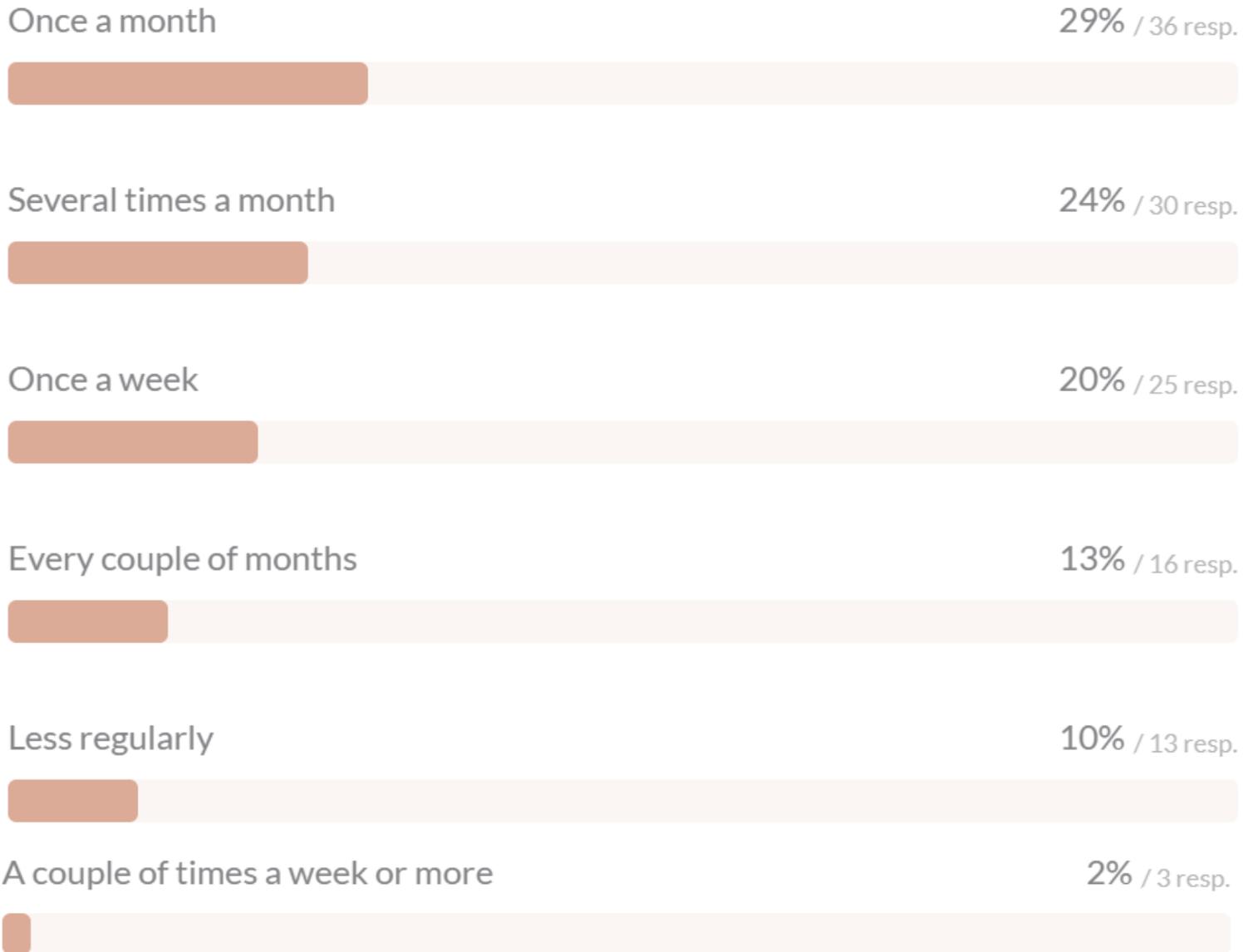
# Once we 'return to normal', after the coronavirus pandemic, will you go out to eat...



# Once we 'return to normal', after the coronavirus pandemic, will you...



# Once we 'return to normal', after the coronavirus pandemic, will you order a takeaway...



# When eating out, I still value the experience provided by an establishment?

Strongly Agree

55% / 82 resp.



Agree

37% / 55 resp.



Neutral

3% / 5 resp.



Strongly Disagree

3% / 5 resp.



Disagree

0% / 0 resp.



## What might an eatery do as a result of the pandemic that would make you visit/buy from them above anyone else in the future? (a few examples)

"Give excellent customer service. Ensure everything is clean. Look like they are following the rules and have control with queues/seating etc"

"Offer excellent customer service"

"Fresh local food, pleasant staff"

"Continue to offer various services and offer different methods to eat, the packages for home or friends. Partner up with retailers to provide an in home restaurant experience"

"Competitive prices"

"Keep the same quality of food and service that they had before"

"Offer excellent customer experience where customers feel valued"

"Provide a good and reliable service"

"I'm basing it on the places that have looked after their staff & given donations to help or thank others"

"Better value for money and not cramming so many people in the restaurants!"

"Perhaps some meal deal / offers to entice spend and frequency of visits in the immediate return to normal"

"Remain friendly and provide good food"

"The place needs to be spotless, serve fresh food, be honest and friendlier"

"More vegan/vegetarian options"

"Appreciate their customers more and show it in their service"

"I think unfortunately it will be a while before I would enter a restaurant. I wouldn't feel comfortable being served food by someone in a mask and gloves. In many months time an establishment could ensure good hygiene levels and keep a good distance between tables"

"Ensure their bathroom facilities are spotless"

"Support local produce, producers and suppliers"

"Offer take out for collection even if they don't deliver"

"Service, quality of food and price"

"Maintain high and transparent hygiene standards"

"I have seen the individual greenhouses/compartments in the Netherlands and we need something similar"

"Not put up the prices when reopening"

"Promote how they have tackled the parameters around returning to 'normal' and ensuring customers are safe in their establishments"

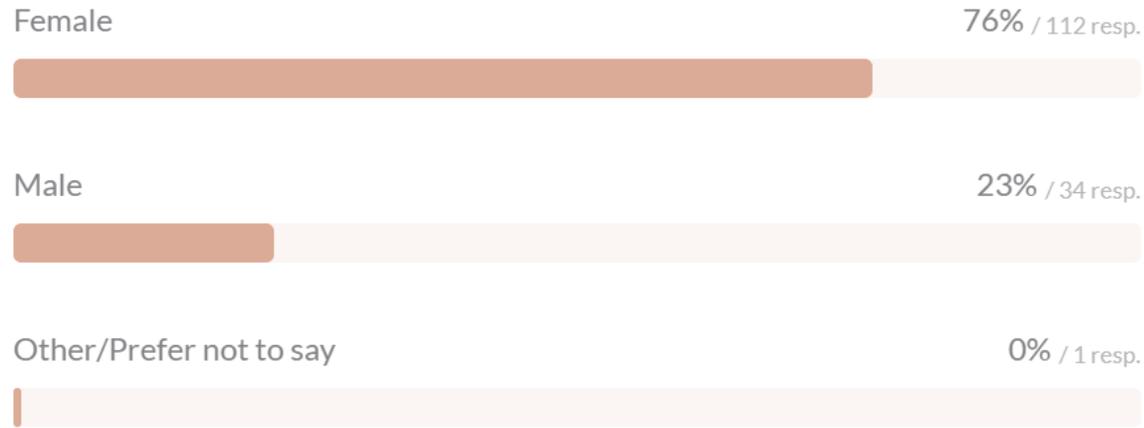
"Spray the table in front of me prior to sitting down to show it has been thoroughly cleansed from previous sitting visual will convince me it's safe and clean"

"Maintain high standards of cleanliness"

"Publish what they are doing for hygiene"

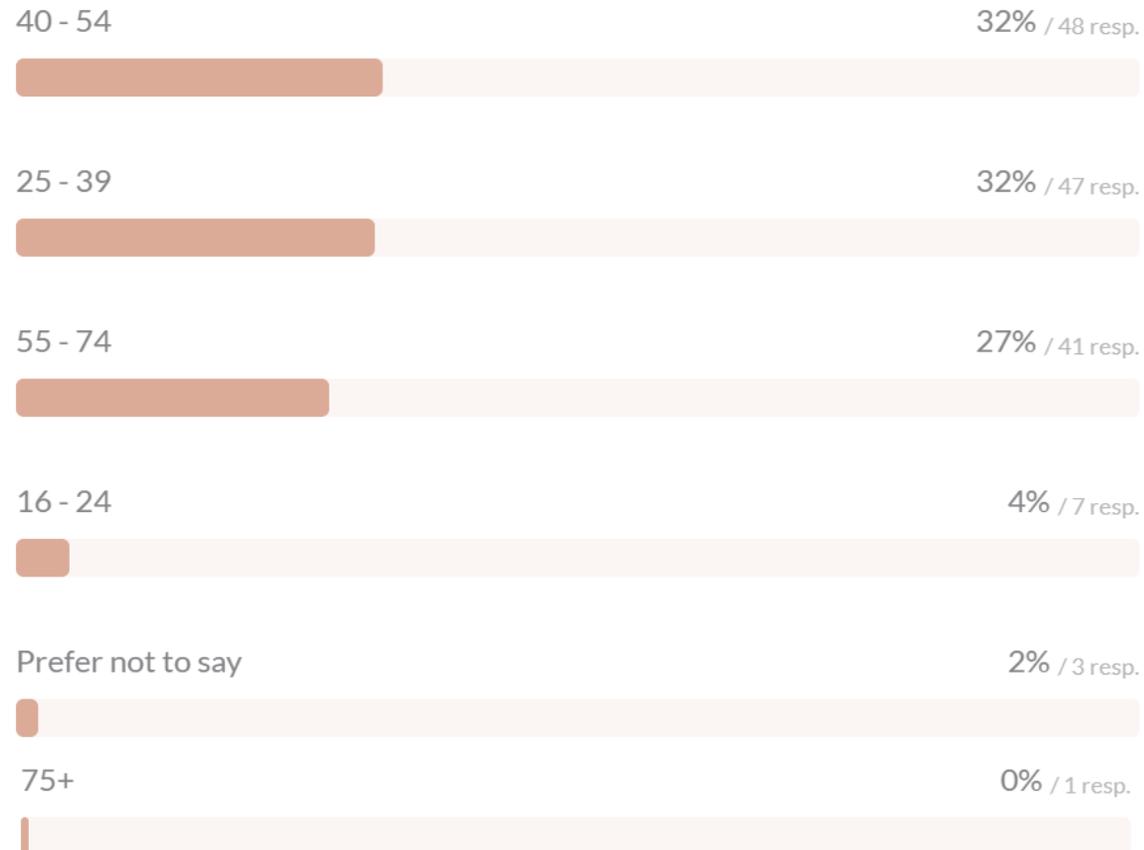
"Offer a great all round eating experience... good food, good service with a smile and a great venue to enjoy it in"

# Are you...



Private and Confidential

# Which of the following age brackets do you fall into?





# ABOUT 'ALL THINGS CUSTOMER'

Customer Experience is so important. Happy customers are loyal and tell everyone how great you are. They bring in new and repeat business without you even lifting a finger!

Sounds perfect doesn't it, and it gets better...Happy customers increase profitability.

Are you ready to improve your customer experience...? Great!

Our services find the gap between the needs and wants of your customers and what they actually experience. They'll highlight your successes and show you areas where you can improve.

It doesn't matter what services or products you offer, your size, whether you're online, in store or multi-channel. Using our expertise and passion for all things customer, we'll help you identify any negative experiences, give you the tools to create positive ones and provide solutions to become more customer-centric, thus giving you competitive advantage.

All services are unique to your specific needs, we're all about delivering expertise with a personal touch.

We've spent years analysing and perfecting customer experiences, resulting in improved customer satisfaction, customer loyalty and a reduction in complaints. It's something we're hugely passionate about.

We look forward to doing the same for you.





## Emma-Louise Veitch CMGR FCMI Founder and Customer Experience Expert



Customer Experience is something I'm hugely passionate about! It's the reason why I set up 'All Things Customer', I just love helping improve customer experiences.

Having overall responsibility for the development, implementation and management of the Customer Experience strategy for Feelunique, a global online beauty retailer and largest in Europe, is without a doubt a huge highlight for me. Part of this strategy involved implementing a successful customer insights program enabling customer-centric solutions and consistency to be driven throughout the business.

In addition, I've implemented and developed an award winning Customer Service Team alongside the channels/platforms to ensure a best in class customer experience. For this, I was personally recognised at the UK National Call Centre Awards.

I've even been lucky enough to work with a different type of customer...Bats!! Using my event and project management experience whilst working for HSBC, I managed and led the build of the award winning bat tunnel at Jersey Zoo-the first sustainable building of its kind in the Channel Islands and the largest Corporate Sustainability project HSBC has ever taken part in.

Raising money for Teenage Cancer Trust and Jersey Hospice Care, has also been a huge part of my life. It's the reason why I founded the 'Jersey By Invitation Only' annual ladies lunch which has raised in excess of £61,000. I've loved every minute of organising these events and I'm incredibly grateful to these wonderful ladies for their loyalty to this event.

In addition to my wealth of experience, I'm a certified Life Coaching Practitioner and have qualifications in Strategic Management and Leadership for Directors responsible for organisational change and Chartered Fellow status with the prestigious CMI.

I really enjoy being a guest lecturer at Highlands College too, and look forward to helping Highlands more in future.

# SERVICES

CUSTOMER  
EXPERIENCE  
REVIEW

CUSTOMER  
JOURNEY  
REVIEW

CUSTOMER &  
EMPLOYEE  
FEEDBACK

CUSTOMER  
SERVICE  
TRAINING

# CONTACT

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