Customer experience around the meal in restaurants

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Today's area of interest

- The meal aspects
- Customer experiences
- “The devil is in the details”
- Measuring customer meal experiences
- Your turn
The meal experience aspects

• Two models


Figure 1 The Five Aspects Meal Model (FAMM) from a producer’s perspective.
Illustration of A, B, and C-Level to Figure 1

1. A - The Core Product
   B. Taste Sensation at Consumption
   C. 1. The five senses
   B. Presentation Form
   C. 2. Menu Guiding
      3. Additional Effects
      4. Physical Sensitivity
   B. Composition
   C. 5. Recommendations

2. A - The Restaurant Interior
   B. Colours
   B. Centre Objects
   C. 6. Cutlery, Glasses, Plates, etc.
   B. Furniture
   B. Remote Objects
   C. 7. Art, Doors, Windows, etc.

3. A - The Personal Social Meeting
   B. Customer vs. Other Customers
   C. 8. Politeness
      9. Esteem
      10. Attention
   B. Customer vs. Staff
   C. 11. Trust
      12. Attention
      13. Complaint Handling

4. A - The Company
   B. Conversation
   C. 14. Discussion
      15. Talk
   B. Private
   C. 16. Occasion
   B. Business
   C. 16. Occasion

5. A - The Restaurant Atmosphere
   B. Senses
   C. 17. The Five Senses
   B. Environment
   C. 17. The Five Senses

Figure 1. The Customers' Meal Experience Model.
Meal aspects

MCS

Atmosphere

Food and Beverage

Interior

Service

Company
Food and beverage

• Colour and contrast
• Texture
• Taste
• WYSIWYG
  • Or not
Interior

• Chair
• Table
• Cutlery
• Glass
  • Or totally informal ...
Interior
The room - The table
First meeting

- How was you greeted today?
- How have you met others today?
- How would you like to be met?
- How do you like to do the first meeting?
Meeting - Service
Personal Service Meeting
Meetings
Guest - Staff
Guest - other guests
Staff - other guests

What questions can you ask?
Payments - deeper into customer experience

Undervalued part of the meal experience?

or

How is it in other businesses?

Having dinner together

- What is important?
- Business
- Private
- Communication
Company

- People eating together
- Business
- Private
- The transformation from business to private
- Cultural differences
Having dinner together

- What is important?
- Business
- Private
- Communication
Restaurant atmosphere

- Inner filter
- Outer filter

- Gluing the other aspects together
Detaljer
Inner filter - senses - texture - taste

- Texture
- Food
- Interior
- Cutlery
Inner filter - Sound

- Sounds
- Music
- Icecube in water
- Pouring wine in a glass
- Sound of champagne cork opening
Outer filter - colours

• Lighting
• Hygien
• Colour in the room
MCS - Management control system

- Laws
- Human resources
- Hygiene
- Management
- Treatment of food and beverages
Devil is in the details...

• That’s what we have been talking about...
Measuring customer experiences

- Service Quality
- ServQual
- DineServ
- Lodgeserv
- MEEEI

- FoodBack

Your turn

- Questions, Comments, Research collaboration
Thank you for your attention

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