

# The secret to achieving 5-star ratings revealed

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**Reckitt Pro Solutions** Unveils Quantum Warewashing Range to Secure Rave Reviews and Boost Occupancy in HoReCa Establishments

In the pressure-laden and demanding world of dining and catering “good enough” is simply not good enough. Diners and visitors are discerning, expecting high standards and absolute peace of mind when it comes to cleanliness and hygiene. Anything less than spotless dishware can spell disaster for an establishment.

A staggering 92% of guests would not return if the tableware wasn’t entirely clean. New research commissioned by Reckitt Pro Solutions in the UK amongst frequent restaurant-goers sheds light on the crucial role clean and hygienic dishware plays in securing positive customer reviews and encouraging repeat visits.

The results of this study paint a clear picture: dishes that are not entirely clean may have a devastating impact on customer loyalty, reviews and word of mouth recommendations and referrals. Amongst other significant findings, highlighting the importance of maintaining impeccable hygiene standards, it was also found that:

- 54% of regular HoReCa patrons have observed insufficiently clean glasses when visiting a bar, restaurant or café.
- 54% of HoReCa patrons will not book an establishment with an average or low hygiene rating, preferring top tier ratings.
- 83% of regular HoReCa patrons would want someone to tell them prior to booking if an establishment had unclean glasses.

Cleanliness is king: research reveals the power of sparkling dishes

The survey also revealed that cleanliness directly impacts reviews: 77% of guests would remove two or more stars from a restaurant’s review if the dishware was not entirely clean. Establishments must therefore ensure a pleasant, hygienic and meticulously clean dining experience to attract and retain

customers. Spotless, sparkling tableware contributed considerably to ratings and returning customers in the following key behavior patterns when it comes to the satisfaction levels of patrons.

#### Deter bookings

- 50% of guests would not book an establishment if it had glasses with water streaks and marks.

#### Lower ratings

- 87% of guests give a lower rating if dishware is not entirely clean

#### Deter returns

- 92% would not return if dishware is not entirely clean and spontaneously feel 'disgust' when they experience it.

These findings highlight the importance of flawless hygiene in securing positive customer experiences, ultimately leading to increased occupancy rates. The research reveals that ratings and reviews are integral to initial bookings and repeat custom, while clean table ware is a critical driver in achieving 5-Star reviews.

#### Quantum Professional: 5-star service made easy

Reckitt Pro Solutions, a trusted provider of professional hygiene solutions, has launched Quantum Professional, an innovative new range of warewashing products designed specifically for the HoReCa market (Hotel, Restaurant, and Catering).

The range was created in response to the crucial requirement in this sector for brilliant, clean glass and dishware, as a critical driver to securing the 5- Star reviews that lead to high levels of occupancy. These meticulous standards of cleanliness and hygiene are now made easier with Quantum from Reckitt Pro Solutions.

Building on the legacy of Finish, the UK's No. 1 selling household dishwashing brand, Quantum offers significant benefits:

- provides a powerful and reliable tableware solution that delivers impeccable cleanliness results
- improves operational efficiency both in front and back of house
- tackles even the toughest stains
- suitable for all types of professional warewashing machines.

#### The Quantum range: four targeted products for exceptional cleaning performance

This versatile range helps make professional ware washing easy.

#### Detergents:

- Liquid Detergent: Grease and stain removal made easy. Cuts through grease and removes stubborn stains like dried-on egg, oil, tea, and coffee with ease.

- Glass Wash (Available as Liquid): Spotless clean made easy. Ensures sparkling clean and spotless glassware, tackling limescale and red wine stains effectively.
- Tablets (Available in tablet and gel capsules): Superior clean made easy. Each tablet serves for up to 5 cycles.

Additives:

- Rinse Aid: Brilliant shine made easy. Delivers brilliant shine and effortless drying.
- Salt: Extra protection from limescale made easy. Provides superior protection against limescale residues and white marks, ensuring longer-lasting equipment and sparkling dishes.

Beyond cleanliness: enhancing back-of-house operational efficiency

Quantum Professional goes beyond delivering a flawless dining experience for customers by providing an increased focus on efficiency which aligns perfectly with the demands of a busy HoReCa environment. In addition to helping achieve 5-star appreciation of the front of house service, Quantum Professional also delivers efficiency and streamlines back-of-house operations. Quantum Professional delivers perfect washing results and faster drying every time with less rewashing and polishing of glasses, ultimately freeing up staff for other essential tasks. These products can also aid in HACCP Plan compliancy.

Available nationwide and sold widely through the best distributors

Restaurants can now unlock the power of Quantum Professional and achieve consistent 5-star hygiene standards with ease. Quantum is now available nationally and readily obtainable through Reckitt Pro Solutions' national network of key distributors.

When asked about the significance of the new Quantum Professional range, Ross Jones, Head of Sales, Europe and ANZ, Reckitt remarked: "In today's competitive HoReCa market, where first impressions and attention to detail are paramount, cleanliness plays a pivotal role in delivering exceptional customer experiences. A sparkling clean plate or streak-free glass can make all the difference in a customer's dining experience. Word-of-mouth and online reviews significantly influence business success. Quantum is more than just a product; it's a solution that empowers hospitality businesses to deliver exceptional hygiene and presentation standards. By ensuring spotless tableware while being gentle on delicate items, Quantum helps businesses achieve the 5-star ratings that drive customer satisfaction and loyalty, boost occupancy and increase revenue."

The Quantum Professional Range of products delivers product superiority on most common stains and have been tested and found to work equally effectively in both hard and soft water. The packaging for this new range is also 100% recyclable, underlining the dedication and commitment from Reckitt Pro Solutions towards achieving tangible sustainability goals, whilst ensuring a cleaner, safer and more sustainable world.