

# Top 5 Reasons Your Guests Aren't Coming Back (and what you can do about it)

You work hard to bring customers in the door. But if they don't come back, that effort (and money) goes to waste. This quick guide shows you why guests don't return - and what your team can do starting today to change that.



## **#1: They Felt Ignored**

"I'm just looking" or "I'm still deciding what to order" doesn't mean "pretend I don't exist"



## **Solution #1**

- Greet everyone within 5 seconds of arrival, even with just a smile or nod.
- Use "friendly distance" phrases like "Let me know if you need anything - I'm right here if you have any questions."
- Don't hover or pressure - check in on them by learning to read and interpret nonverbals



## **#2: The Staff Didn't Seem to Care**

A rushed or robotic tone makes people feel unimportant, even if it's not on purpose.



## **Solution #2**

- Make eye contact (this is a lot harder for some employees so it may need to be taught!)
- Use a small (genuine) compliment to immediately win a guest over. "I love that dress" or "your baby is adorable" can mean the difference between an "ok" and a "great" experience for them



## **#3: A Small Problem Was Handled Poorly**

Most (reasonable) guests don't expect perfection, but they do expect a quick, respectful fix with an apology.



## **Solution #3**

- Empower staff to solve small issues without manager approval.
- Use empathy: "I know this is frustrating; I want to help you as much as I can"
- An apology does NOT mean an admission of guilt! "I'm sorry this hasn't worked out" does not mean you are saying you did something wrong; it simply means you are sorry the situation happened



## **#4: They Felt Confused or Inconvenienced**

Poor or nonexistent signage, long waits, or unclear systems can frustrate guests fast.



## **Solution #4**

- Walk through your space like a first-timer - what's unclear or slow?
- Pay attention to the questions you seem to hear again and again from different guests - chances are, the answers aren't as obvious as you think
- Use better signage, simpler steps, more "we'll come to you" service.



## **#5: No One Gave Them a Reason to Return**

The experience wasn't bad, it just wasn't memorable.



## **Solution #5**

- Say something warm as they leave: "It was great to have you - hope we'll see you again soon!"
- Create micro-moments (remembering what they told you earlier, a high-five for kids, a helpful suggestion).

Want help turning these ideas into daily habits for your team?  
Contact Focusfront Solutions today!

