

GLORY

# CONQUERING THE CRISIS

How restaurants can overcome labour shortage

HELP  
WANTED



**Finding high quality, hard-working staff has always been a core challenge for businesses.**

But rarely has it been as difficult to find, train and retain workers as it is today.

It's true across many industries, and for many different reasons. In fact, McKinsey reports that 87% of global employers are having trouble acquiring the talent they need, or anticipate having these challenges in the near future.

**But across the world today, hospitality may be the hardest hit industry of all.**

**87%**

**of global employers are already having trouble acquiring the talent they need, or anticipate having these challenges in the near future**

**McKinsey**



## The Pandemic Pause

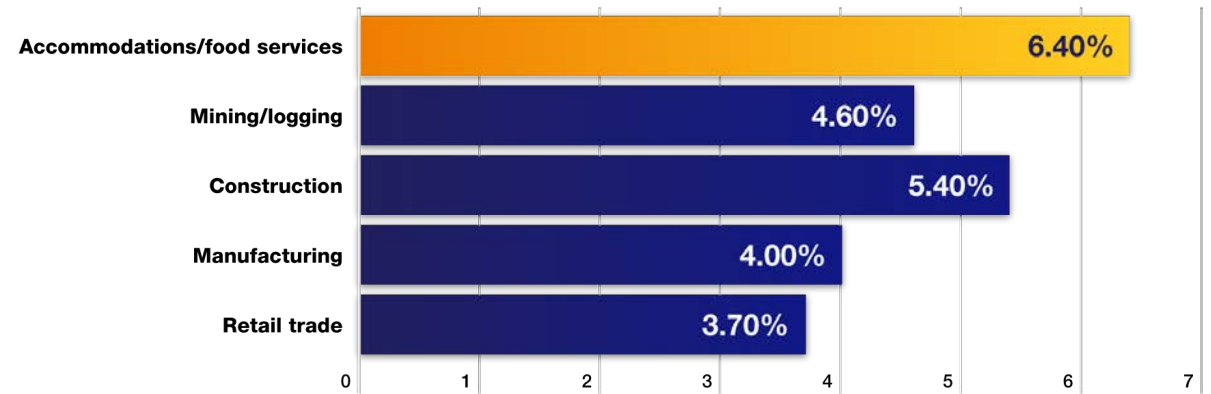
After workers were given a “pause” during pandemic lockdowns, forced to sit at home with time to consider their work/life balance, many restaurant staff decided that the value proposition just wasn’t right for them anymore. Restaurant work is physically demanding, low paid, and with unpredictable or unsociable hours.

Some in the industry have tried to address that through higher wages and better benefits. But many owners simply don’t have the margins to do that. Especially now, when inflation has been rampant across much of the world, driving up the cost of ingredients, energy and rent.

Of course, this isn’t the only cause of the labour crisis. In the USA, most of the hospitality jobs lost in the pandemic have been replaced, but demand has outstripped them. In the UK and Australia, changes in immigration policies have had a huge impact. In parts of Asia, an aging population seems to be the largest factor.

Whatever the causes, the reality is that the industry is struggling to find workers, and it is damaging service, shortening opening hours, and restricting growth.

## Job Openings Rate in the USA



Source: U.S. Bureau of Labor Statistics

# 45%

**of restaurant operators in the US say they need more employees to support customer demand.**

Source: McKinsey



**In the UK, firms in the hospitality sector are the most likely to face challenges when recruiting, with 87% reporting difficulties.**

Source: British Chamber of Commerce

# WHAT IS THE IMPACT ON RESTAURANTS?



# HOW CAN RESTAURANTS RUN WITHOUT THE STAFF THEY NEED?

There are many paths to solving this crisis.



**Many are lobbying for support from government** in encouraging and subsidising vocational training programmes, as well as lowering the tax burden on restaurants. But these solutions are slow to fruition, and uncertain in their outcome.



**Others are prioritising retention** through higher wages, better benefits, more attractive working conditions, and rewarding loyalty. But many restaurants cannot afford to take these measures.



The most direct and immediate way restaurants can address the labour shortage is to **use technology to supplement and empower the workers you have** to be more productive.



# 27%

**OF OPERATORS  
SAY RECRUITING &  
RETAINING EMPLOYEES  
WILL BE THE MOST  
SIGNIFICANT  
CHALLENGE TO MEET**

National Restaurant Association

# HOW CAN RESTAURANTS RUN WITHOUT THE STAFF THEY NEED?

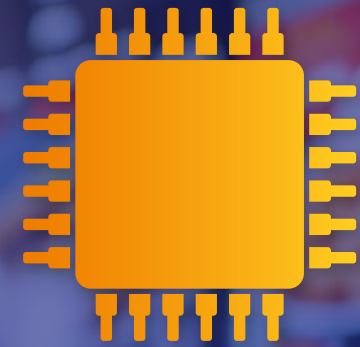
## How much difference can technology really make?

If restaurants can't find or keep enough staff, then they have to find ways to run stores more efficiently, with less staff, while maintaining service and food quality.

Automating lower-level tasks gives your staff **freedom**.

Freedom to focus on creating a fantastic customer experience. Freedom to concentrate on delivering great quality food. It allows you to maintain your service level, extend your opening hours, and also remove some of the more repetitive and stressful tasks from your employees' day, ultimately helping with retention.

**Let's look at three areas where smart automation solutions can streamline your operation, expand your margins, and create space for your existing staff to deliver an exceptional customer experience.**



# 47%

**OF OPERATORS  
THINK USING TECH  
TO HELP WITH LABOR  
CHALLENGES WILL  
BECOME MORE  
COMMON THIS YEAR**

National Restaurant Association

# SMART TECHNOLOGY SMART SOLUTIONS

## 1. Kiosks

One of the most popular forms of automation already being implemented across the restaurant industry is order and pay kiosks.

The benefits are obvious:



Of course, it's important that stores implement it with the customer in mind, and that it doesn't result in there being no staff in sight and the human welcome and interaction being lost.

Another key consideration is payment choice. Many people still prefer to use cash for small payments, and kiosks without cash automation can exclude or frustrate a lot of customers.

**76%**  
OF OPERATORS SAY  
TECHNOLOGY GIVES THEM A  
COMPETITIVE EDGE

National Restaurant Association



# SMART TECHNOLOGY SMART SOLUTIONS

## 2. Cash Automation

The number of hours sunk into manual cash handling is often overlooked when it comes to unit economics.

In QSRs particularly, cash payment is still very popular, and with all of the pressures on restaurant margins at the moment, it's a great place to increase efficiency.

It can also eliminate human error and cash shrinkage (which is all too commonplace in this industry), as well as counterfeit acceptance.

Not to mention saving your staff all of the stress involved in balancing tills, hunting down and resolving errors, and explaining discrepancies – often at the end of a long and tiring shift.

1.

Customers pay cash directly into the POS cash recycler at an order-pay kiosk or a staffed till. The cash is authenticated, counted, and change dispensed, without staff ever having to touch it.



3.

The back-office cash recycler reconciles all cash takings, ready for EOD, and also refills cassettes with the right denominations to go back to the POS, or prepares deposits for CIT or bank.



2.

The cash is sorted into sealed cassettes. Once full, staff members simply remove the cassette and take it into the back office.





# SMART TECHNOLOGY SMART SOLUTIONS

## 3. Restaurant Operations

There are a few restaurant businesses around the world that are turning to *actual robots* in the kitchen. But for most, automation in restaurant operations simply means efficient display technology, communications, data analysis, and so on.

It could be a better system to manage your drive-through, or something that will reduce errors in delivery orders. It may be table service, a programme to turn your mountains of data into actionable insights, or software that will connect the dizzying number of different channels through which customers order, pay for, and collect their food.

Whatever your need, there are a huge range of automation solutions that can bring new levels of efficiency in-store, and help your operation to stay at peak performance even with less staff on board.





## **This labour crisis isn't going away any time soon.**

But restaurants aren't powerless to face it.

The solutions are here that can empower your staff, releasing them from low level tasks and giving them the freedom to deliver a customer experience you can be proud of. The kind of experience that keeps customers coming back for more.

Speak to GLORY's team about our full suite of smart automation solutions that can transform your operation – from the front counter to the kitchen to the back office.

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