



HUMAN VS MACHINE:

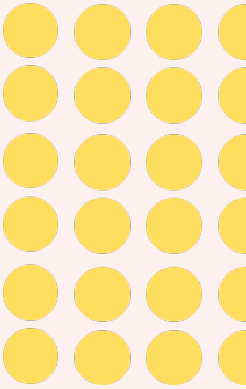
How can tech help with
the challenges of recruiting
& retaining top talent?

Jo Lynch
Account Director

KAM

Where are we now?

The CUSTOMER Experience



26%

Noticed venue was short-staffed



22%

Taken too long for food/drink to arrive

Where are we now?

The EMPLOYEE Experience

35%

Of leavers left
hospitality because
of anti-social hours

43%

Said understaffing
made them look
elsewhere for work

64%

Feel they can't
deliver the level of
service they want to
due to understaffing



The general perception of working in Hospitality is mixed...

It's an inclusive & diverse industry
16%

The hours are anti-social
45%

Good work/life balance
10%

Pay & benefits are good
7%

It's a short-term 'stop gap' job
23%

It's a fun industry to work in
23%

The work is flexible & varied
18%

What's driving hospitality job choice?

Pay & benefits remain no.1 but work-life balance is now CRITICAL

1. Pay & benefits

2. Work-life balance

3. Flexible working

"I have a family and 3 kids to look after.

I need to work in a flexible working environment so I can balance my family life"

Salary remains the key *candidate* priority

42%

left a hospitality job due to lack of focus on financial well-being

>1-in-2

say they would NOT apply for a job if the salary wasn't listed/indicated

58%

Hospitality employees feel they currently get a fair salary



While we're talking the recruitment process... a 'shake-up' is needed for GenZ

1-in-2

of Gen Z have **abandoned** a job application halfway through because it was **taking too long**

80%

have applied for a job **via social media**

79%

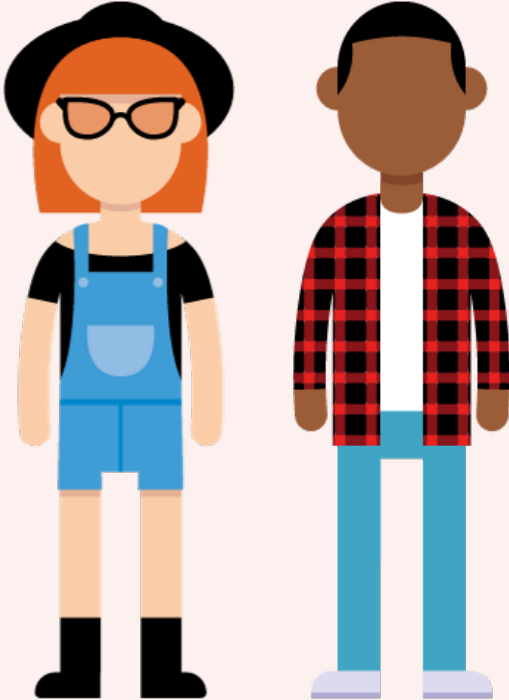
of GenZ want employees to look at **more innovative and modern** ways to recruit




HOSPITALITY
RISING

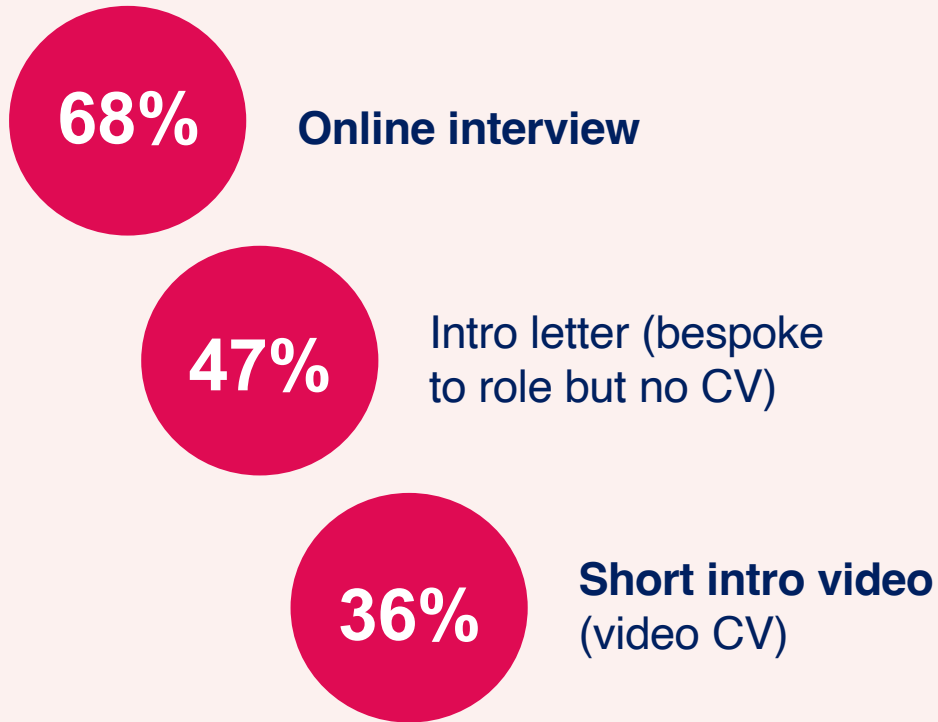
GenZ are increasingly looking for jobs online.

- 1. Online job boards
- 2. General online search
- 3. Social media
- 4. Word of mouth/referrals

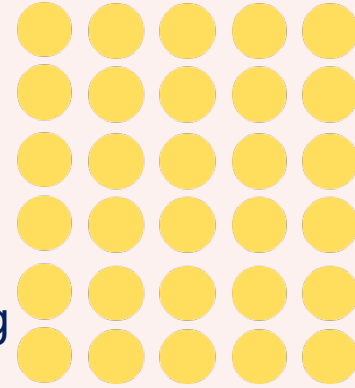


Tech has a **SIGNIFICANT** role to play in refreshing how we recruit GenZ

What alternative ways of applying appeal to Gen Z?



Some general recruitment tech stats



- Only 36% of employers use **recruitment software**, with the other 64% heavily rely on manual posting on job-boards, email communication and shared drives to source candidates and collaborate with the team on hiring decisions
- Using an ATS system, businesses can see up to a **400% increase in direct applicants**
- Recruiters / HR who use a ATS system see an **increase in time savings** by 20%

And what are the challenges *retaining* top talent? Importance of work-life balance has grown significantly

“I have a balanced
work-life”

2020
27%

2023
51%

2024
59%

Offering flexibility is KEY

And what does it mean for Gen Z Hospitality workers specifically?

1.

Ability to **choose the days / times** I work

2.

Ability to flex **number of hours** worked

3.

Ability to easily **switch my hours**

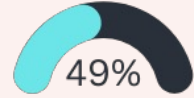
4.

Ability to work **multiple roles** (bar, server, BOH etc)

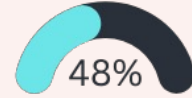


The MOST USED employee benefit services in Hospitality are often tech focused...

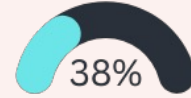
Health & Lifestyle



Gym Discounts



Healthy Eating Programmes



Flexible Shifts

Financial



Online Access to Pay Documents

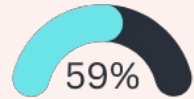


Receive Pay Earlier than Pay Day



Online Pay Support

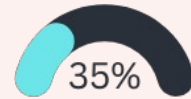
Development



Online Training Tools

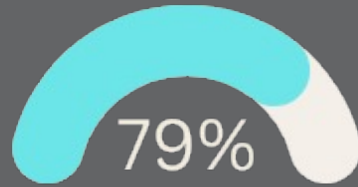


F2F Training Courses

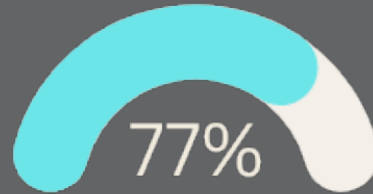


Apprenticeship Schemes

Many don't access employee services offered... or even know about them!



Would use more if they were made aware of the benefits that were available



Would use more if it was all in one place (e.g. an app)

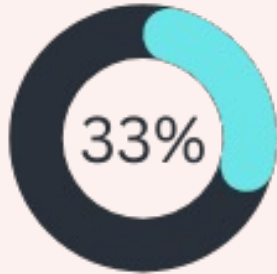


Would use more if it was easier to access

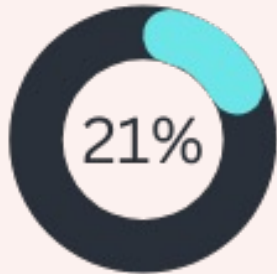
That goes for accessing pensions too...



Would want to check their pension via a web portal



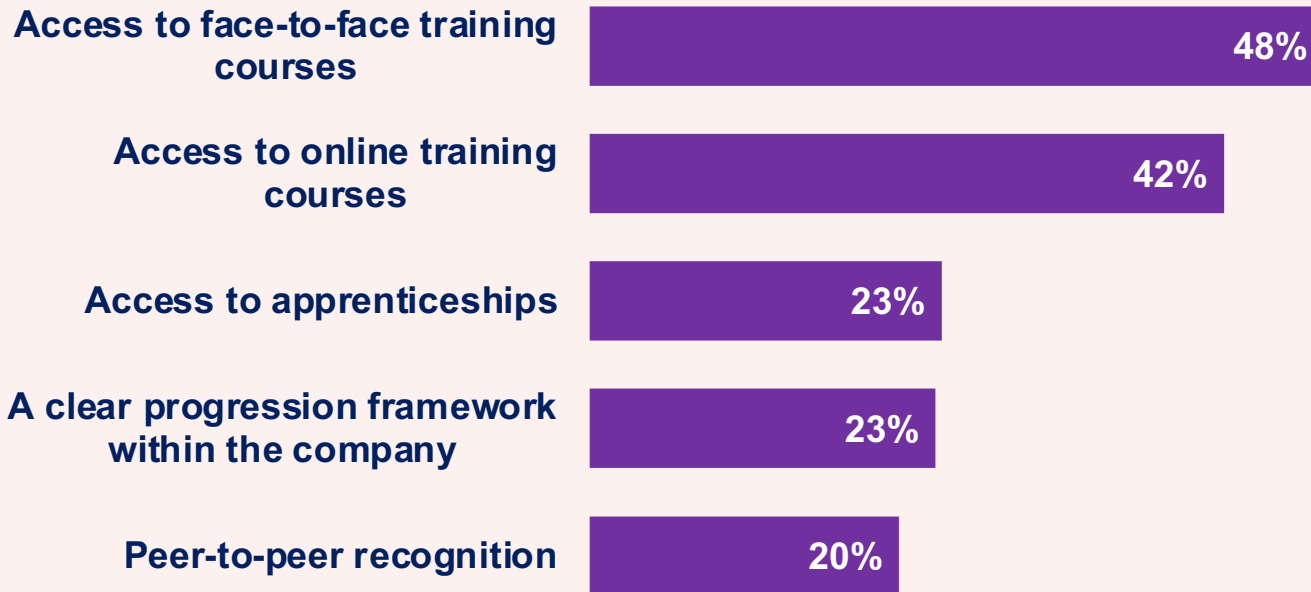
Would want to check their pension via an app



Of hospitality employees don't know how to check their pension

Tech obviously has a role in L&D too...

Most important L&D services to GenZ:



62%

Likely to be working in the same role in 12 months

62%

are HAPPY in their current Hospitality role

34%

Would recommend a career in Hospitality to friends/family
(40% maybe)



Technology – what are employees missing out on?

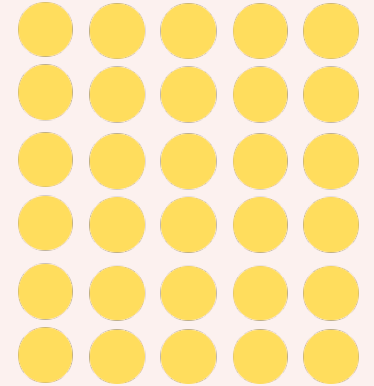
- Only a **fifth (20%)** of staff say the technology available to them is **very advanced**.
- Employees are **50% more likely** to agree that their company gives them **access to the right tools / technology at work** if they have access to those resources on a **mobile device**.
- There are clear links between workers having access to the right tools and their **perceptions** of the company's **openness, transparency, and fairness**
- When frontline employees have access to the **right tools to manage their work**, such as schedules or mobile punch, they are **less likely to have plans to quit their job**



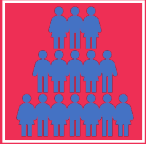
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Are businesses using HR tech?

- Across the Workforce customer base, **34.2% use a HR software system** vs 65.8% who don't use a HR system at all
- The most common HR challenges are:
 - creation of **contracts** and **policies** (22.7%)
 - managing employee **performance** (23.2%)
 - **termination** of employment (15.9%)



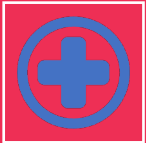
In summary...



Technology is not replacing people - but

It's enabling and empowering them to have higher-quality people interactions with candidates, teams, and guests

It's helping them to achieve higher job satisfaction and productivity



Tech products can aid employees to 'self-help' in terms of the key areas of:

Physical wellbeing

Mental / emotional wellbeing

Financial wellbeing



Interested in People Research?



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