

# How Labor Optimization Can Increase Top Line Revenue & Improve Customer Experience

The cost of labor can best be managed when restaurateurs are equipped with the right training, tools, and processes. With accurate labor forecasting based on historical data and your unique business needs, you can build efficiency, grow revenue and positively impact the restaurant's bottom line. Your business can realize huge savings just by nailing the right labor mix. **Take a look!**

## 1 Labor is Eating Your Budget

In today's market, Labor is the most volatile line item in your restaurant's budget — approximately 1/3 of that budget! **And it's getting worse.**



**50%-100%**

Expected increase in labor costs over the next 5-7 years



**70%**

Restaurant companies experiencing increasing staffing difficulties for hourly employees

Unplanned and uncontrolled labor costs can take an **EVEN BIGGER** bit out of the budget pie



### Unplanned, Uncontrolled Labor

To win in today's competitive restaurant environment, companies need to focus on ...

☆☆☆☆☆  
...great guest experiences!

What drives a perfect shift and an excellent guest experience?



### Optimized Staff Levels



Proper staffing levels and a great guest experience can do **wonders** for your business!



Drive Repeat Traffic



Increase Average Check Size



Maintain Positive Online Reviews

Minimize empty tables and long lines by putting the right number of team members in the right place at the right time to serve your customers.



That's where **Labor Forecasting** comes in.



## 2 What is Labor Optimization?

Labor Optimization is forecasting technology that uses the data collected in your Point of Sale and your business' unique labor rules to predict your staffing needs for the week.



Sales and Guest Data



Smart Labor Algorithms



Accurate and Optimized Shifts

## 3 Marrying Your Data and Labor Rules



Every restaurant location has its own **data and rules**. These rules set the parameters for your forecasts.



And each store needs to **comply** with corporate, local, state and national labor **laws** when it comes to scheduling.



Confidently create your schedules according to budget with **built-in alerts** that ensure staff requests and compliance requirements are met.

Once created, **Labor Rules allow you to ...**

**Create Shifts** automatically based on **forecasted data**.



Apply the shifts/hours to **schedule** employees for a **selected week!**

## 4 The Value of Labor Forecasting



### Time-Saving Schedules

Generate suggested team member head counts and shift templates based on your corporate matrix



### Precise Hours

Higher accuracy between forecasted, scheduled, budgeted and actual hours



### More Accurate Planning

Predict future sales and the labor needed to meet customer demand



### Reporting Enhances Coaching Opportunities

Reports that show how each store performed according to plan creates an opportunity for coaching and manager growth

## 5 How Labor Optimization Helps Restaurants

Stop wasting money on **"just-in-case"** scheduling

Create minimum and maximum labor needs based on your operation's unique requirements. **Easily adjust as you go.**

Generate shifts and hours based on forecasted need. Add in "surprises" like big events, unseasonal weather and holidays to create optimized schedules.

Don't just settle for subpar sales volume. **Start staffing for the sales volume you WANT.**



[Learn More About Labor Management](#)