PARADOX

7 stats

1 solution

A by the numbers look at restaurant hiring.

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The restaurants who are able to staff the fastest will also bring in the **highest quality** candidates, **reduce turnover,** and provide a **better customer experience.**

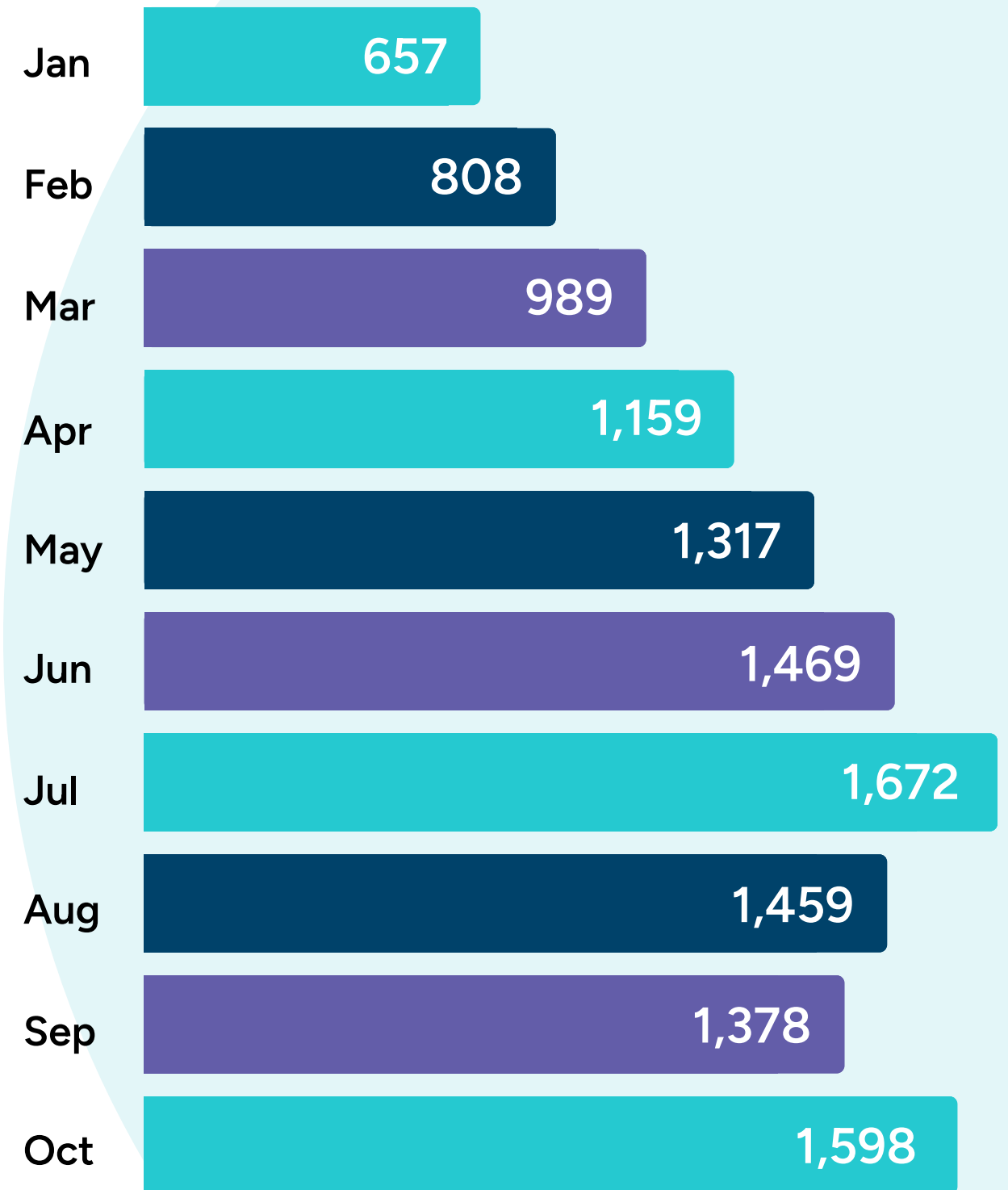Joshua Secrest
VP, Marketing and Client Advocacy

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1 Increasing trend of available jobs.

After millions of layoffs in early 2020, the restaurant industry has seen a major rebound of job openings as businesses inch towards pre-pandemic operations. Specifically, job openings in hospitality soared to record levels during the summer of '21.
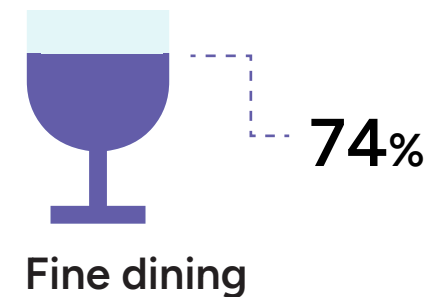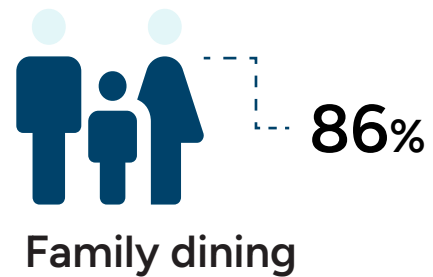
Restaurants everywhere are looking to add back to their employee base, meaning that added job availability comes with an increase in competition for top talent.

2021 job openings in the restaurants and service sector (in thousands).

Source: Bureau of Labor Statistics

Month	Value
Jan	657
Feb	808
Mar	989
Apr	1,159
May	1,317
Jun	1,469
Jul	1,672
Aug	1,459
Sep	1,378
Oct	1,598

78% of total restaurant operators say they currently don't have enough employees to support customer demand.

86%
Family dining

75%
Casual dining

74%
Fine dining

77%
Quickservice

74%
Fast casual

60%
Coffee and snack

Source: NRA survey

2 Labor demand outpaces supply.

Despite the push back to normalcy with increasing customer demand, employers are struggling to fill basic roles back to the capacity they were previously. Candidates who may have worked at a restaurant before are moving into other industries, forcing fiercer competition for the remaining labor. In order to attract the smaller talent pool, companies have to re-strategize how they attract talent with cutting edge technology.

Customers are eager to get back to their favorite food spots, but without candidates they won't be able to.

3 **Reducing the hours of operation.**

Understaffed restaurants unable to serve the swarms of customers eating out are forced to operate less hours per week. Even those less affected by the pandemic are still feeling the pain of closing up shop earlier than normal due to a lack of staff.
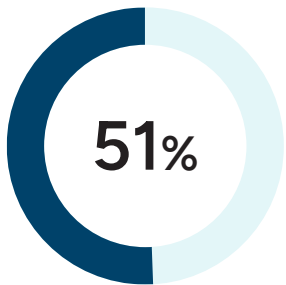
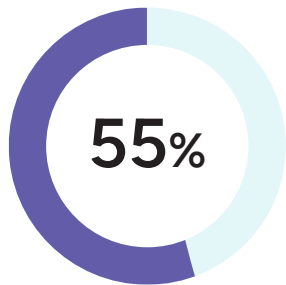Companies see missed opportunities every time they have to lock their doors early.

35% no

65% yes
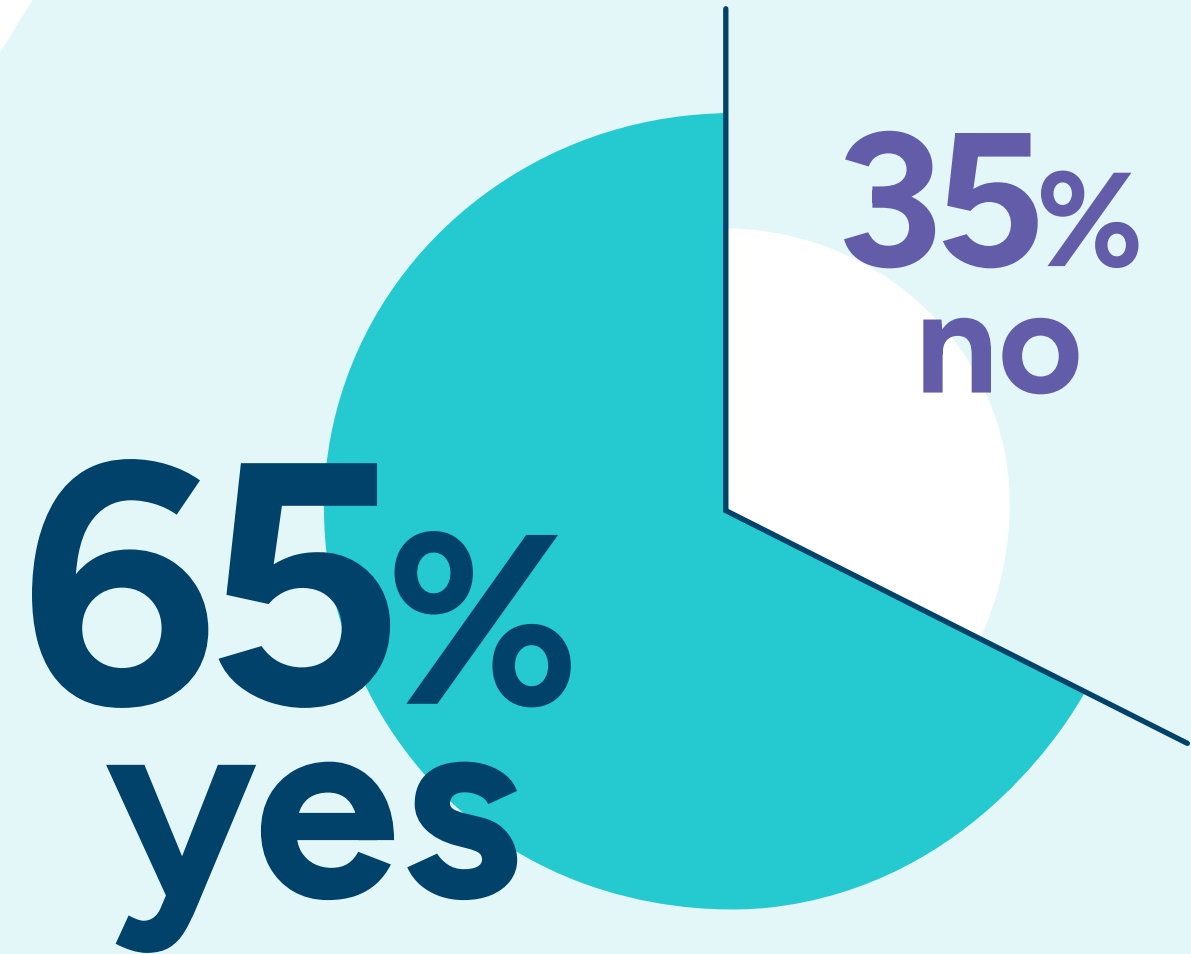
Percentage of restaurant operators that have had to reduce business hours due to staffing shortages.

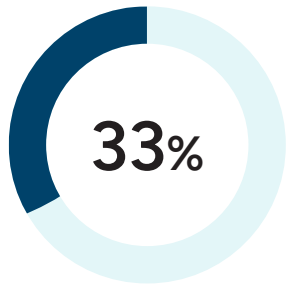**Percentage of restaurants that reduced menu offerings in recent months.**
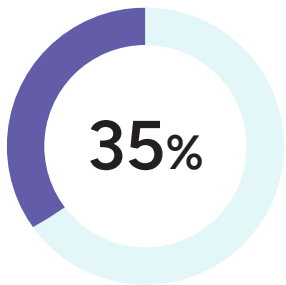
51% Family dining

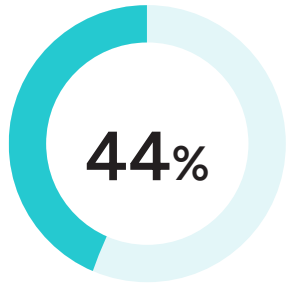**55%** Casual dining
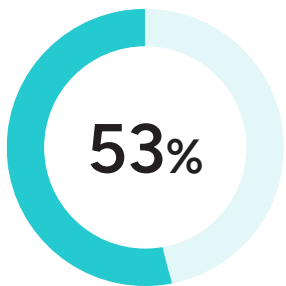
53% Fine dining

33% Quickservice

35% Fast casual

44% Coffee and snack

Source: NRA survey

4 Updated and shortened menus.

From fast casual to fine dining, restaurant operators have changed how and what they serve to their customers. Operators that have built their businesses around specific menu items which customers have grown to love are forced to reduce their options without the help of a full staff.

Food is culture.

And when you lose the culture that customers come back to time and time again, they'll stop coming.

5 An overall loss of revenue.

Everyday that a business isn't operating is a missed opportunity. Reduced hours can be tied directly to reduced revenue. The success of any restaurant depends on the hours that it is open, and the satisfaction of the people walking through the doors.

Understaffing and reducing hours of operations can cost quick-service or fast casual businesses around $500 per day.

$180,000+
lost per year

6 Hiring competition among restaurants.

1/3
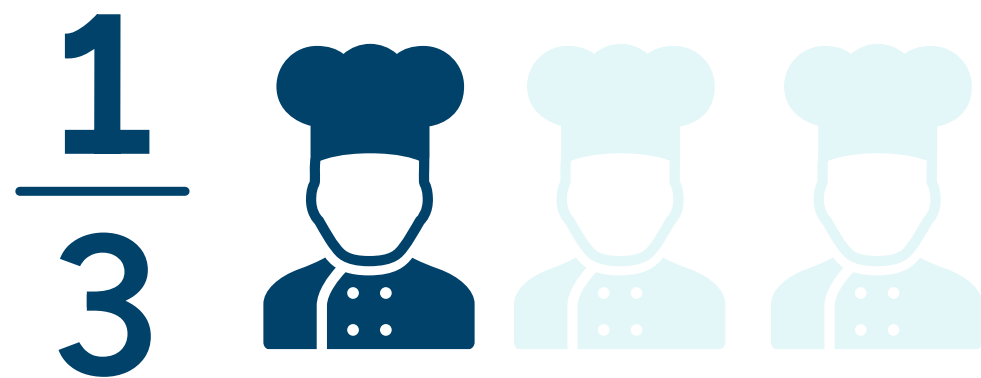
of restaurant operators said they were likely to try and attract employees from other restaurants.

On average, candidates are applying to 12 jobs at one time, making one single restaurant less likely to convert the most qualified applicants in a given area.

Specific segments of the industry found recruiting success in unique sources. Fine dining operators found most success hiring from workers already in the restaurant industry. But quick service or coffee and snack operators looked outside the restaurant industry for new hires.

Source: NRA survey

7 Automation in the kitchen.

While automation has been used to make restaurants more operationally efficient, many restaurants have also turned to automation to help attract talent and ease staffing challenges.

Managers want to spend less time screening, scheduling, and onboarding top candidates and more time running their business.

Percentage of operators who believe recruiting tech will become more common.

Source: NRA survey

	67%	64%	57%	78%	68%	61%
	Casual dining	Family dining	Fine dining	Quickservice	Fast casual	Coffee and snack
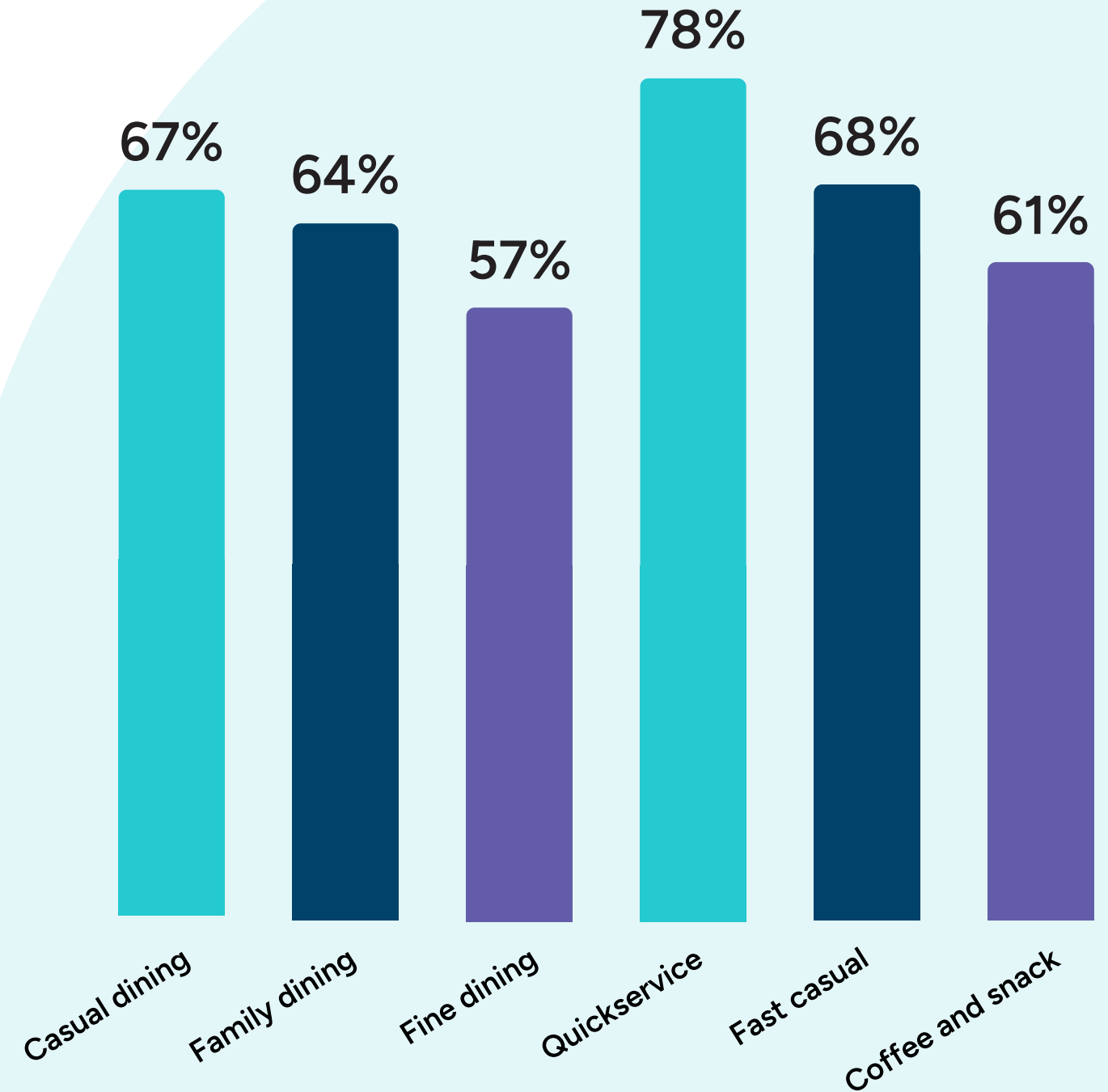
Southern Rock's 150+ McAlister's Deli locations were suffering from a drought in job candidates. Then they implemented Paradox's Conversational ATS, a platform that automates the hiring process right on candidates' phones.

$840K

saved annually in job advertising spend.

50K

increase in candidates since implementation.

Learn how Southern Rock is automating hiring tasks.

PARADOX

We're changing the way that restaurants hire.

Paradox is building the world's leading conversational recruiting software to drive automation with a human touch.

Serving global clients like McDonald's, Wendy's, and Five Guys with hiring needs across high-volume roles, Paradox's conversational software does the work managers don't have time for — streamlining tasks like screening, interview scheduling, and more through fast, easy, mobile-first interactions.

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