

THE KEY TO UNLOCKING A KILLER WORKFORCE

WHAT IS EMPLOYEE ENGAGEMENT
WHY YOU SHOULD DO IT
AND 5 WAYS HOW





**TO WIN IN THE
MARKETPLACE YOU
MUST FIRST WIN IN THE
WORKPLACE
DOUG CONANT**

**PAYCHECKS CAN'T
BUY PASSION
BRAD FEDERMAN**

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INTRODUCTION

Employee engagement is a hot topic in the restaurant industry and has been for some time. While some chains are already reaping the rewards of their engagement efforts, a lot of restaurant owners are still struggling to get their teeth into it.

With such a visceral subject, the term can be a slippery one. A lot of the time, 'engagement' can mean very different things to different people but one thing tends to remain the same: the positive effects of it.

In this eBook, you'll find a brief definition of engagement and why it's important, alongside the amazing results it can bring. We've included a handy list that contains some hints and tips on how you can start engaging your workforce and we also talk about how you can utilise restaurant technology to help engage your employees.



WHAT IS EMPLOYEE ENGAGEMENT?

It's recognised that an engaged workforce brings a multitude of benefits to the employer yet defining it is still a difficult task.

Simplified, employee engagement is a relationship between an organisation and its employee whereby the employee is fully absorbed in their work, committed to their employer, and motivated to do their best each day.

There are many definitions of engagement but perhaps the most commonly accepted comes from Schaufeli and Bakker (2004).

Motivated, enthusiastic and focused employees are a tell-tale sign that your workforce is engaged. It's important not to think that job satisfaction alone is enough for an employee to be engaged.

Bakker (2011) explains that engagement 'combines high work pleasure (dedication) with high activation (vigour, absorption); job satisfaction is typically a more passive form of employee well-being'.

Engagement is a more active feeling of being at work; being happy in the role rather than simply being 'satisfied'.

THEY DEFINE ENGAGEMENT AS "A POSITIVE, FULFILLING, WORK-RELATED STATE OF MIND". THEY SAID THAT ENGAGEMENT IS CHARACTERISED BY THREE WORK-RELATED STATES:

VIGOUR


This is categorised by high energy levels, mental resilience, a willingness to do one's best, as well as persistence when times get tough.

DEDICATION

This relates to employee's enthusiasm, inspiration, pride and challenge.

ABSORPTION

This refers to employees who are able to concentrate without effort, have complete control and intrinsically enjoy being at work.

A black and white portrait of Richard Dorf, a middle-aged man with glasses, smiling. He is wearing a striped shirt. The portrait is positioned on the left side of the page, with the text to its right.

**"TRUE ENGAGEMENT DOESN'T COME FROM MANAGEMENT FORCING
EMPLOYEES TO BE INVOLVED WITH COMPANY INITIATIVES.
TRUE ENGAGEMENT COMES FROM COMPANY CULTURE, FROM A TEAM
THAT IS HAPPY AND MOTIVATED AND LOOKS OUT FOR ONE ANOTHER.
IT'S ABOUT UNDERSTANDING."**

**RICHARD DORF
PXTECH CEO**

WHY IS ENGAGEMENT IMPORTANT FOR RESTAURANTS?

An engaged workforce can bring a world of benefits to your organisation. It's reported that a restaurant with an average employee churn rate of 61% could lose around \$150,000 (more than £115,000) a year due to employee turnover alone!

Having employees who have bought into your company culture is incredibly important for your brand's future too. Engaging employees paves the way for future leaders of your business. Passionate workers will develop and grow into invested leaders. They will be committed to your brand, advocate for it and be able to lead and empower enthusiastic (and engaged) teams.

However, the restaurant industry is the economy's largest employer of teenagers. For many, working in a restaurant is a means to gain work experience, may be their first job, and is possibly not what they think will be their long-term career.

**COMPANIES WITH ENGAGED
EMPLOYEES OUTPERFORM
THOSE WITHOUT BY**

202%

07



ENGAGED EMPLOYEES
INCREASE SALES BY

20%

QUALITY OF WORK
INCREASES BY

40%

ABSENTEEISM
DROPS BY

41%

THE NUMBER OF
SAFETY INCIDENTS DROP

70%

PRODUCTIVITY
INCREASES BY

17%



SO WHY BOTHER TRYING TO ENGAGE?

While engagement can work wonders for retaining good talent, some may still wish to move on. That doesn't mean that you shouldn't be engaging them – engagement isn't just about staff retention.

Engaged employees will be happier within their work and more inclined to go the extra mile for your customers. They'll be more motivated and help to create a great working environment. The effect this can have on the front line is huge. If employees are enjoying what they do then customers are much more likely to experience great customer service and feel the positive effects of an enthusiastic worker.

Beyond improving guest experience, engaged workers are much more likely to want to work when you ask them to, less likely to call in sick last minute, and if and when they do leave, they'll leave as brand ambassadors.

Having workers, past or present, advocating for your brand will help with recruitment, improve brand image and will likely boost business through word of mouth recommendations. Even for restaurants with a naturally high turnover of staff, you can still reap the rewards of effective employee engagement.

5 TOP TIPS FOR ENGAGING EMPLOYEES

1. MAKE SURE THEY KNOW WHAT YOUR BRAND VALUES ARE

Having a cultural vision will encourage shared values and give employees more direction and a clear view of what is expected of them. It's important to incorporate your values throughout everything you and your team do so that employees are always engaged with company ethos.

2. CREATE OPPORTUNITIES FOR GROWTH

Every employee should be given the opportunity to reach their full potential. Work alongside employees to define their career goals so you can identify which tasks will help widen their skillset and further their personal development. Employees will be motivated to learn and more likely to push themselves in their current role if they feel it's helping them progress.

3. MOTIVATE, RECOGNISE, REWARD

Celebrate when someone does something great! Sometimes just the act of recognising and praising what they've done is reward enough. You could also add gamification into menial tasks by offering prizes for hitting targets. Rewarding employees for good performance, whether for coming up with a new idea or for reaching a specific goal, will motivate them to continue their good work and encourage others to do the same.

4. SUPPORT THEM AND UNDERSTAND THEIR CIRCUMSTANCES

Don't build an environment where failure creates fear. Everyone makes mistakes. Being approachable and helping employees learn from their mistakes will ensure they're not scared to tell you when things go a bit wonky. Being understanding and keeping an open mind when employees approach you for a favour will improve communication and is likely to lead to a strong relationship of reciprocation.

5. DETECT WHAT THEY ARE GOOD AT AND LET THEM DO IT

Don't force employees to work in roles where they're not comfortable as this will only result in lower levels of productivity and negative results. Share undesirable tasks out fairly and allow employees to take control of their own workload. Giving them a little bit of freedom to use their initiative will encourage feelings of value and trust.

82% OF WORKERS SEE TECHNOLOGY AS NECESSARY AND INEVITABLE

USING RESTAURANT TECHNOLOGY TO ENHANCE ENGAGEMENT

Human interaction will always have the biggest impact on employee engagement. Add technology into the mix and you have a cocktail of face-to-face interactions, the tools to further enhance how you engage, and the ability to make life easier and more efficient for everyone.

Some technology is necessary for your restaurant to run effectively and can be utilised to reinforce your engagement efforts. A highly configurable EPOS solution that can integrate with numerous technologies is a good foundation. Having a completely customisable EPOS system will allow you to pick and choose the right modules, streamlining working practices and ensuring that your technology works perfectly for you and your team.



BUSINESS INTELLIGENCE

Add-ons such as business intelligence solutions can pull sales and employee data from your EPOS, analyse employee productivity and show who works well with who and at what times. Those who are working better together are likely to be enjoying work and be more engaged. Monitoring employee productivity means you can always field the best, most engaged team, encourage sales and improve customer satisfaction.

EMPLOYEE APPS

Employee apps can also help to underpin engagement. Creating an informal workplace sphere where employees can send messages to one another, check and amend schedules, or request holidays means they're much more likely to engage in working practices. They'll know exactly what's going on and what they have to do when they get to work and it will allow them to gel better with their team.

WEARABLES & MOBILE DEVICES

Everyday tech such as wearables and mobile devices can integrate seamlessly with other modules. These can push insights to managers and employees reminding them of certain goals, rewarding them for hitting targets, or alerting them to low stock items.

Any technology that makes working life easier for the employee is going to contribute towards engaging them. In turn, your employees will have an efficient and reliable working environment which will have a positive impact on improving customer service and encouraging repeat custom.

SO WHAT IS THE KEY TO UNLOCKING A KILLER WORKFORCE?

IT'S TAKING THE TIME TO ASK THE QUESTION...

ARE MY EMPLOYEES ENGAGED?



WE HOPE THIS EBOOK HAS HELPED YOU TO UNDERSTAND MORE ABOUT WHAT EMPLOYEE ENGAGEMENT IS, AND THE GREAT EFFECTS IT CAN HAVE. IF YOU'D LIKE TO KNOW MORE OR WISH TO SPEAK TO PXTECH ABOUT ENGAGING YOUR EMPLOYEES WITH TECHNOLOGY CONTACT US AT [INFO@PXTECH.COM](mailto:info@pxtech.com).

ABOUT

PXtech was founded in 1999 and quickly went from strength to strength. Our focus on technical excellence, comprehensive business intelligence systems and industry expertise has led to our solutions playing an essential role in more than 40,000 business locations over six continents on a daily basis.

Find out more here at www.pxtech.com

ENDNOTES

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