



How wearable technology can help restaurants achieve peak performance

Improve communication & guest experience

The Opportunity

The restaurant industry has felt the significant impact of COVID restrictions and with this has come changes that have blurred the lines between the Full Service Restaurant (FSR), Limited Service Restaurant (LSR) and Quick Service Restaurant (QSR) segments. With the blending of dine-in, carryout, drive-thru and delivery, many restaurants have had to expand to multiple service types to continue to operate. This multi-service-type model appears set to be the “new normal” as restaurants and guests navigate these unprecedented times. As a result, hundreds of billions of dollars within the foodservice industry will likely shift to new categories and segments. This is making restaurant owners rethink their operations, staff efficiency, regulatory compliance and guest experiences.

The Challenges

- **Managing Increased Regulatory Requirements**
- **Lower Capacity Regulations**
- **Increasing Labor Costs**
- **Adding Carryout and Delivery to Dine-In Operations**
- **Consistent Delivery of Great Guest Experiences**

Now more than ever, flexibility and efficiency are crucial ingredients for restaurant success. Not only have labor costs risen, but restaurants are also operating at lower capacity amid the COVID-19 pandemic and smaller teams must manage ever-growing lists of tasks to keep employees and guests safe while focusing on the delivery of great guest experiences.

To stay ahead of these challenges and serve guests, all segments in the foodservice industry have needed to pivot operations and train staff to serve guests safely in new ways and through multiple service types. Moving forward, many concepts will offer curbside, drive-thru, delivery as well as dine-in services. Service-type segmentation is blurring as the foodservice industry scrambles to shift operations to meet new safety standards and guest expectations.

While service types and cleaning regulations are increasing, adding additional staff is difficult due to reduced-capacity regulations, rising labor costs and other margin pressures. Forward-looking operators must implement operational optimization initiatives now to ensure compliance with health and safety regulations, guest expectations and profitability.

Solution

Independents, large chain restaurants and coffeehouses like Starbucks are turning to technology to help their teams manage these additional tasks, communicate more effectively and boost productivity through real-time data delivery.

JTECH's new wearable smartband, LinkWear, delivers an all-in-one solution for staff-to-staff, guest-to-staff and device-to-staff communications and task management. With LinkWear, pre-defined and custom messages can be sent to teams or to specific staff to ensure the right message gets to the right person at the right time.

"We are evaluating wearable technology and are excited about the capability to deliver notifications and time-sensitive data directly to our partners (staff), further enabling them in the delivery of Starbucks' world-class customer experience." Koichi Kitazumi, Starbucks' In Store Technology.

Further, profitability and guest satisfaction can be increased by linking guests to servers. With call buttons, guests are more likely to rate service levels higher and order more when they do not have to wait for a server to check in on them. Initial studies suggest that with better communication guests order more, increasing checks up to \$10. This can add up to an incremental \$2,400 - \$20,000 in revenue per month depending on restaurant size.

There are other benefits of staff communications that can improve the bottom line. While traditional two-way radios and staff pagers are effective, wearable smartbands deliver messages more discreetly, are more comfortable and provide more detailed information enabling teams to work better together and improve staff satisfaction and retention.

- Staff can receive task reminders and update status through their LinkWear Smartband. While Managers can track task status through the LinkWear dashboard and maintain tracking logs.
- Hosts can inform a server that a VIP is sitting at a specific table or if guests are celebrating a special occasion—enabling the server to provide specific services and greetings for a great guest experience.
- Kitchen staff can alert servers via LinkWear Smartbands when orders are ready, eliminating the need for runners resulting in increased labor savings.

Efficient staff communication also improves employee satisfaction and reduces turnover. It enables faster on-boarding and reduces training time—a win win.

According to United States Bureau of Labor Statistics, the restaurant industry over the past 5 years has the highest employee turnover rate at an astonishing 73%.

The National Restaurant Association reports that restaurants on average spend around \$150,000 a year due to employee turnover alone.

Yet LinkWear does more than just facilitate two-way communication between managers and staff. It also connects teams with critical data from devices and applications when they need it so they can take action.

LinkWear device and application integrations include scheduling tools that send overtime alerts to managers, curbside and delivery applications that alert staff when new orders are received and delivery driver arrival notifications. Most important, with LinkWear's flexible open architecture, restaurants with specialized needs can be supported with custom LinkWear solutions.

LinkWear is exactly what it sounds like—a wearable link to your team, guests and data. With LinkWear, your team can take action right away, and in these difficult times, what could be more valuable than that?

Learn more at <https://www.jtech.com/linkwear>

Let's Work Together

JTECH is looking for data partners that have critical data that restaurant employees need real time. LinkWear can discreetly send critical alerts to staff while they are on the floor and when they need the information most. **If you have a data application you would like to integrate with LinkWear, please contact us at <https://www.jtech.com/datapartner>**

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