BOUNCING BACK AFTER COVID

Restaurants across the country have been hit hard by the coronavirus pandemic, as many consumers opt to forgo the dine-in experience all together and enjoy food safely from their homes. While the road ahead will continue to be challenging, the developments and distribution of a COVID vaccine signal the light at the end of the tunnel.

29% of food prep/service workers are [gig workers].
- Upwork's "Freelancing in America 2019"

As a restaurant operator, creating and executing disaster-proof business strategies will mean maximizing your engagement in the gig economy. It will also mean redesigning your customer experience with the understanding that last-mile delivery represents your brand NOW more than ever before. Building a resilient business will take rethinking how staffing, delivery, and ultimately, the customer experience is managed.

The average turnover cost in the restaurant industry is approx. **$7K** per employee.
- Cornell University's Center for Hospitality Research and Bureau of Labor Statistics

How to increase efficiency and save money as you prepare to open for business or increase operations:

MAINTAIN A HIRING EDGE, IN WHAT IS SURE TO BE A NEW MORE COMPETITIVE LABOR MARKET. To maximize engagement of the part-time workforce, you will need to see yourself as direct competitors of gig-based application developers. You will have to find ways to offer the same level of ease and flexibility that gig workers are growing accustom to.

BREAK FREE FROM THIRD-PARTY DELIVERY. Restaurants are being negatively impacted by partnerships with third-party delivery platforms like Uber Eats and Grubhub. By turning to third party platforms to increase your off-premises sales, you place your customer's order (and ultimately, your brand) in the hands of an unaffiliated delivery driver, all while paying hefty fees to the platform itself.

By 2027 over **51%** of the American workforce will be independent.
- Freelancing in America Survey

63% of consumers prefer to order delivery directly from the restaurant, not a third party
- Sense360

RECLAIM YOUR DIGITAL TERRITORY. You've worked hard to build your brand, so why would you want to give up your coveted customer relationship or valuable consumer data to third-party platforms? This data can help you improve the customer experience, refine your marketing strategy, and increase cash flow.

Prepare for a new era in the restaurant industry and take charge of your entire customer experience, from staffing to order placement and last-mile delivery. Relinquishing the burdens of human capital compliance, risk, and administration will allow you to enjoy a new sense of freedom and control as a restaurant owner. By engaging with a forward-looking solution, such as ShiftPixy, you will be able to truly transform your business.