Sona.

Rethinking your team app experience to drive performance

+ insights into what motivates young Hospitality staff to stay

Executive summary

Positive work cultures and productivity are heavily interlinked. According to Sona's 2024 Workforce Happiness Index, over a third of respondents are planning to leave the Hospitality sector within 12 months. This can cost 1000+ employee organisations £1.6m on average.

Employees consider feedback gathering and business metrics updates as key drivers for a positive culture and personal productivity; their preference is for these to be delivered together with their schedules via an all-in-one mobile app.

To learn more about how Sona's person-centred approach can help your Hospitality organisation's labour productivity and employee engagement, <u>click here</u>.

"What stood out to me most was how motivating respondents found sharing business metrics and being informed of how their location is performing. This type of intrinsic motivation is a key marker of talent that needs to be retained - particularly the younger generation looking to start a career.

Organisations that can harness technology to empower these employees to perform their best and give managers the time and tools to support their teams are organisations that will grow long-term."

Paul Watson
VP of Hospitality

To learn more about how Sona's person-centred approach can help your Hospitality organisation's labour productivity and employee engagement, <u>click here</u>.
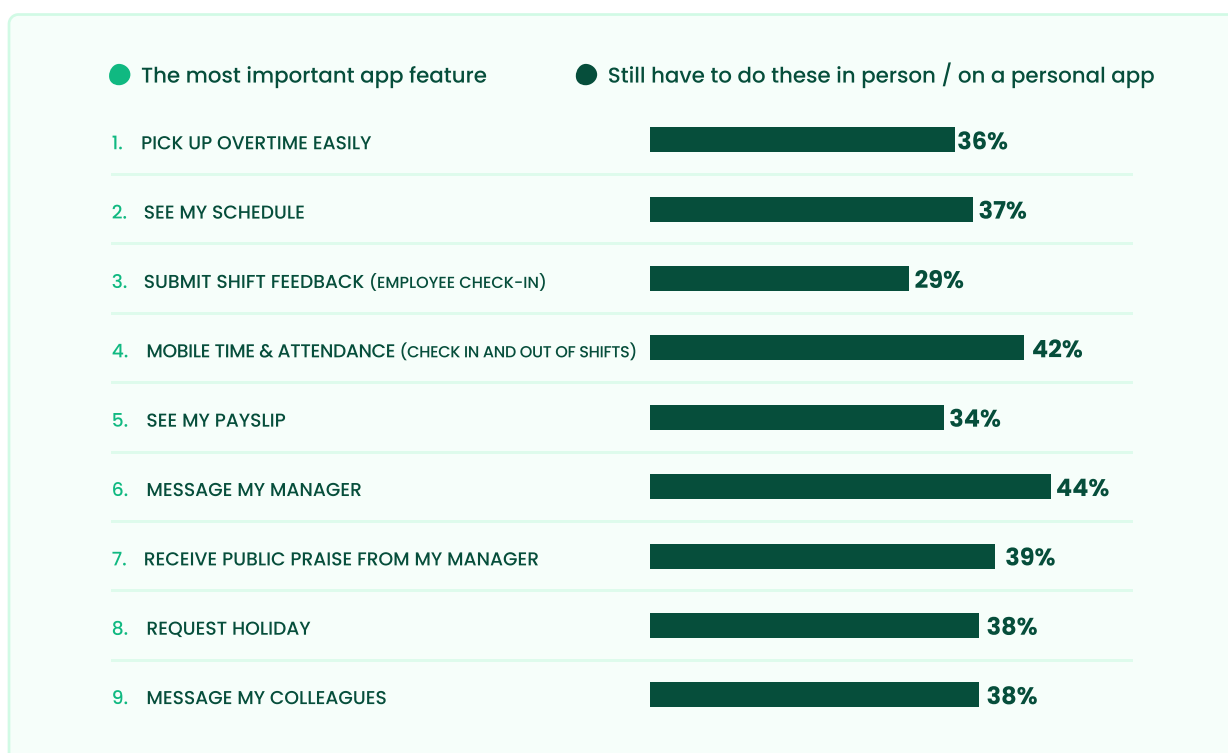
Based on Sona's 2024 Workforce Happpiness Index - 890 BOH/FOH Hospitality workers interviewed May 2024 See last page for Methodology.

What do employees want from their work apps?

In order to support organisations to achieve their goals, employee apps needs to deliver two key aspects: practical features and cultural engagement.

Practical features empower employees to self-service and save team leads and general managers from unnecessary admin tasks. Older apps will usually offer a platform to post schedules, book holidays, and see payslips, but as Sona's 2024 Happiness Index survey shows, employee needs have evolved since then to cover advanced self-service and a focus on wellbeing.

Cultural engagement features refer to company newsfeeds, internal messaging, shift feedback, and wellbeing reports. These are geared towards building high performance cultures and engendering a sense of belonging amongst employees - highly valued aspects for organisations looking to increase retention.

● The most important app feature   ● Still have to do these in person / on a personal app

1.	PICK UP OVERTIME EASILY	36%
2.	SEE MY SCHEDULE	37%
3.	SUBMIT SHIFT FEEDBACK (EMPLOYEE CHECK-IN)	29%
4.	MOBILE TIME & ATTENDANCE (CHECK IN AND OUT OF SHIFTS)	42%
5.	SEE MY PAYSLIP	34%
6.	MESSAGE MY MANAGER	44%
7.	RECEIVE PUBLIC PRAISE FROM MY MANAGER	39%
8.	REQUEST HOLIDAY	38%
9.	MESSAGE MY COLLEAGUES	38%

Picking up overtime easily is directly connected to financial independence and schedule flexibility - two benefits that can make employers stand out on the recruitment market.

Submitting shift feedback and other communication-related features are also relevant, particularly when considering that many organisations are limited in their feedback collecting efforts by their tech and HR capacity.

These top features are also ones that large percentages of respondents don't have access to on their current tech. Recording feedback after every shift isn't feasible with most legacy apps and often company-wide surveys are organised on an annual or bi-annual basis.

In this case, without the option to collect individual shift feedback and the 3-month probation mark being such a relevant metric, **employees are at a high risk of churning before having a chance to make their voice heard**.

53%
of respondents planning to stay with their current employer for 12+ months said their organisation implements feedback "most of the time."
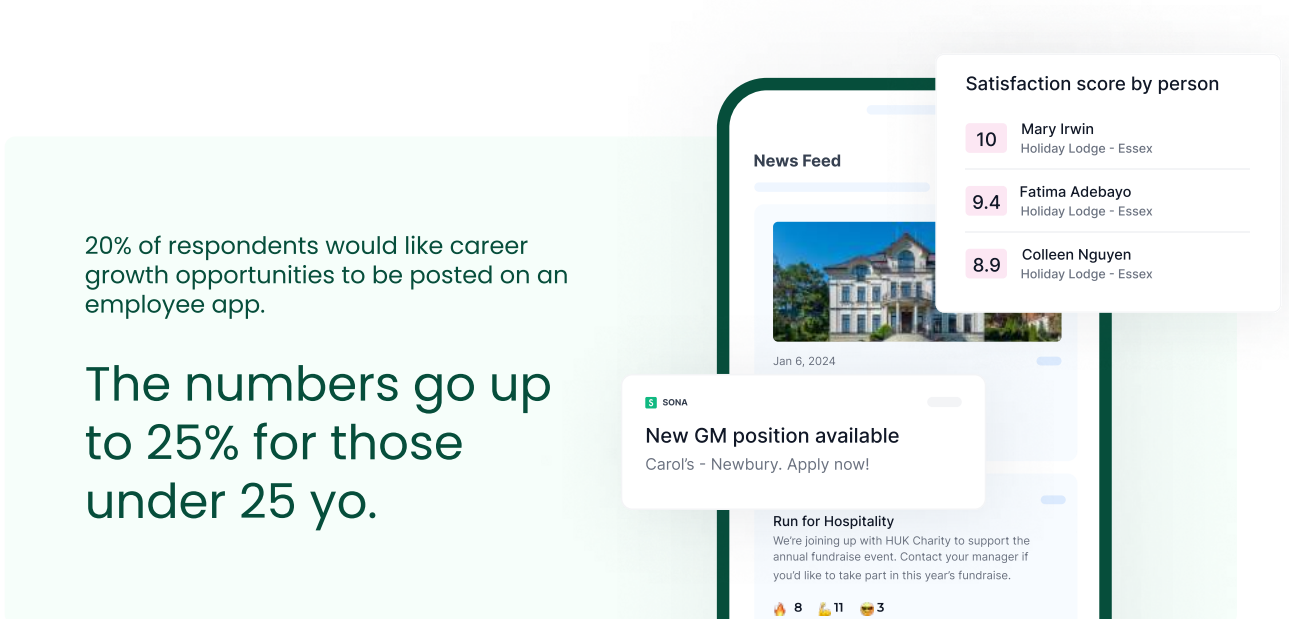
30%
responded "always."

Sharing business metrics motivates teams

The benefits of checking and recording feedback after every shift and for every team member go beyond wellbeing and retention metrics.

People and Operations managers can use the reports to track satisfaction, observe which locations have a higher risk of burnout, and with the new technology available, forecast who is at a high risk of churn and address the issue before losing talented employees.

The open-ended question *"Can you give an example of your current employer acting on employee feedback?"* highlighted two major themes: career growth and personal productivity.

20% of respondents would like career growth opportunities to be posted on an employee app.

The numbers go up to 25% for those under 25 yo.

News Feed

Jan 6, 2024

SONA

New GM position available
Carol's - Newbury. Apply now!

Run for Hospitality
We're joining up with HUK Charity to support the annual fundraise event. Contact your manager if you'd like to take part in this year's fundraise.

🔥 8 🙌 11 😎 3

Satisfaction score by person

10	Mary Irwin
	Holiday Lodge - Essex
9.4	Fatima Adebayo
	Holiday Lodge - Essex
8.9	Colleen Nguyen
	Holiday Lodge - Essex

Respondents considered that being kept up-to-date on business metrics and performance insights was a big contributor to their own productivity as a motivating factor beyond tangible incentives like gifts and bonuses.

Therefore, a platform where organisations can communicate values, team leaders are able to offer public praise, and employees can follow business updates has the potential to significantly contribute to a healthy work culture that is still revenue-oriented.

> ## "Praise for a hard day of work. I feel like we are not told things like this often enough."

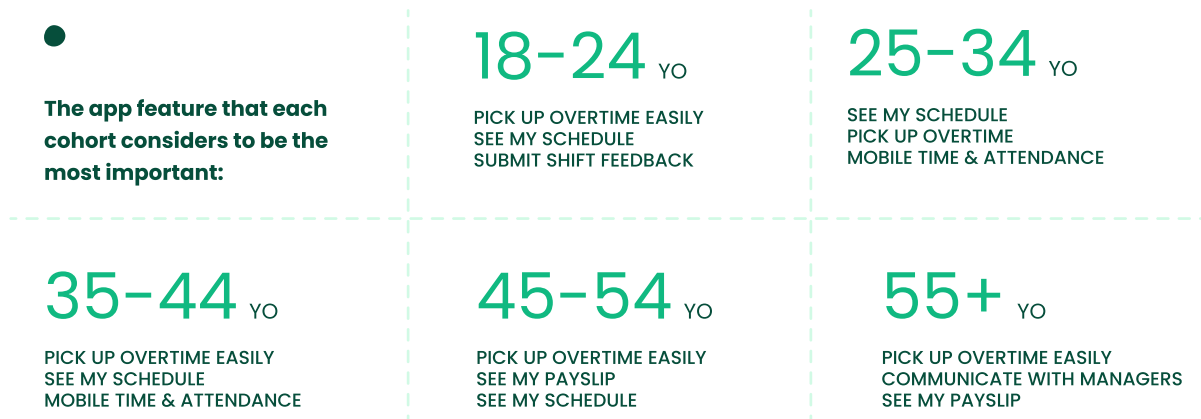*Front of House team member at a Restaurant group with 500 employees*

> ## "Keeping us informed about company goals, performance metrics, and how our contributions impacts the organisation can foster a sense of purpose and pride in our work."

Front of House team member at a Hotel group with 500 employees

Tailoring the app experience to each generation

For most demographics, picking up overtime easily was the most important app feature which points towards financial interests, as well as flexibility needs.

At one end of the spectrum, the younger generation values feedback - meaning the employers who are able to make them feel seen and consulted stand to gain their loyalty. Mature employees also value communication, particularly with managers, so ensuring team leads are released from admin tasks with self-service apps means they are more available for their team.

●

The app feature that each cohort considers to be the most important:

18-24 YO
PICK UP OVERTIME EASILY
SEE MY SCHEDULE
SUBMIT SHIFT FEEDBACK

25-34 YO
SEE MY SCHEDULE
PICK UP OVERTIME
MOBILE TIME & ATTENDANCE

35-44 YO
PICK UP OVERTIME EASILY
SEE MY SCHEDULE
MOBILE TIME & ATTENDANCE

45-54 YO
PICK UP OVERTIME EASILY
SEE MY PAYSLIP
SEE MY SCHEDULE

55+ YO
PICK UP OVERTIME EASILY
COMMUNICATE WITH MANAGERS
SEE MY PAYSLIP

Gen Z - defined as anyone born after 1997 - overwhelmingly chose this option (40%). However, 20% of them were not able to pick-up shifts easily via an employee app and over 30% were also unable to see their schedule. For 43% of them, this schedule was sent out with less than 5 days' notice.
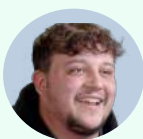
With these numbers in mind, it makes sense that almost 50% of 18 - 24 yo responded that they were unlikely to stay with their current employer for more than 12 months.

The design quality of an employee app also has a significant impact on employee wellbeing.

One satisfaction challenge operators have experienced with legacy software is low tech adoption rates from their staff and high levels of daily frustrations. These are the key usability factors and can become KPIs for leadership teams to track:

- Percentage (and demographics) of employees logging into the app every day
- Time spent on the app for each employee
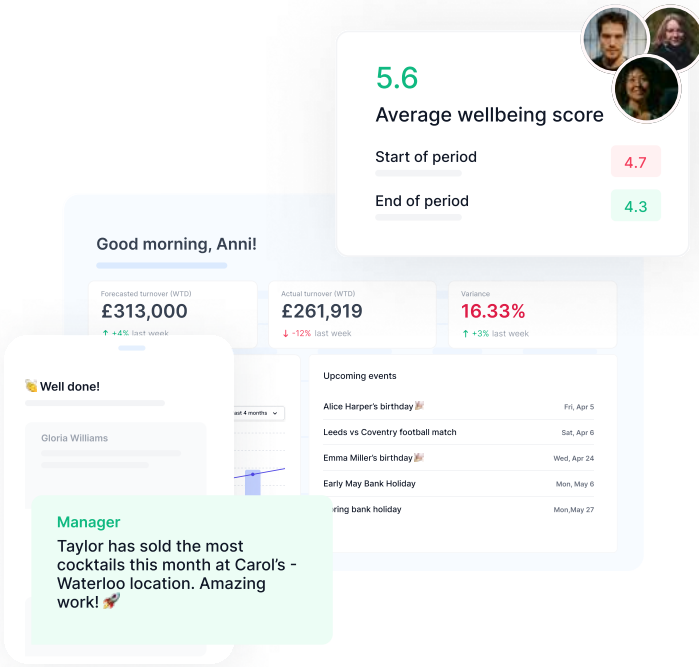- Number of app crashes
- App-related feedback

The Hospitality sector needs more tech that is built with usability in mind and consumer-grade standards. Enriching the experience for team members means making their lives easier, particularly when it comes to new staff. The first impression an employee gets of their organisation and its processes, for example, can be key to their retention - and beating the 3-month retention mark.

"It's so much simpler and it's on my phone, so I can see it at all times, there's no issue with finding anything really on it. It's so simple to use. My personal wellbeing has absolutely benefited massively from it.""

Jack Neighbour
Team Lead &
Sona Client

Leadership takeaway:
A consumer-grade app enables high performance cultures

5.6
Average wellbeing score

Start of period	4.7
End of period	4.3

Good morning, Anni!

Forecasted turnover (WTD)	Actual turnover (WTD)	Variance
£313,000	**£261,919**	**16.33%**
↑ +4% last week	↓ -12% last week	↑ +3% last week

👏 Well done!

Gloria Williams

Upcoming events

Alice Harper's birthday 🎉	Fri, Apr 5
Leeds vs Coventry football match	Sat, Apr 6
Emma Miller's birthday 🎉	Wed, Apr 24
Early May Bank Holiday	Mon, May 6
ring bank holiday	Mon, May 27

Manager
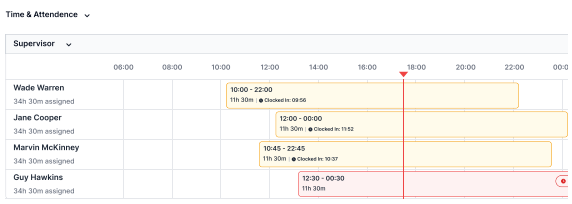Taylor has sold the most cocktails this month at Carol's - Waterloo location. Amazing work! 🚀
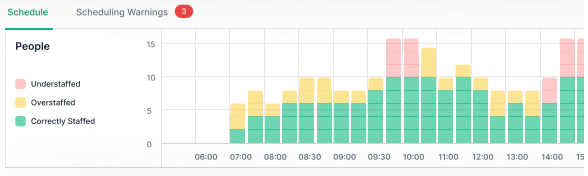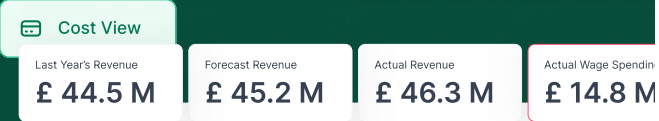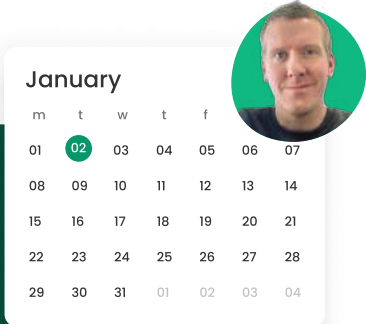
- **Organisations can support team members and drive motivation via:**
  - tech that enables easy shift management
  - a culture engagement platform

- **Sharing business metrics motivates high performers.**

- **The final piece of the puzzle is a truly intelligent next-generation solution.** This delivers a positive culture platform together with truly intelligent AI-driven tech that empowers employees on every level of an organisation to drive revenue.

January

m	t	w	t	f		
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	01	02	03	04

How does your tech strategy stack up?

When intelligent AI-driven forecasting technology is embedded into an end-to-end WFM solution, it can help leaders truly reconcile employee needs with business productivity demands.

Interested in seeing how your tech strategy compares to that of other Hospitality leaders?

Book a 15-minute consultant call

Cost View

Last Year's Revenue	Forecast Revenue	Actual Revenue	Actual Wage Spending
£ 44.5 M	**£ 45.2 M**	**£ 46.3 M**	**£ 14.8 M**

Schedule | Scheduling Warnings 3

People

- Understaffed
- Overstaffed
- Correctly Staffed

06:00 07:00 08:00 08:30 09:00 09:30 10:00 11:00 12:00 13:00 14:00 15

Time & Attendance

Supervisor

06:00 08:00 10:00 12:00 14:00 16:00 18:00 20:00 22:00 00:0

| Wade Warren		
34h 30m assigned	10:00 - 22:00 11h 30m • Clocked in: 09:56	
Jane Cooper		
34h 30m assigned	12:00 - 00:00 11h 30m • Clocked in: 11:52	
Marvin McKinney		
34h 30m assigned	10:45 - 22:45 11h 30m • Clocked in: 10:37	
Guy Hawkins		
34h 30m assigned	12:30 - 00:30 11h 30m	

Methodology

We surveyed 890 people currently working in Hospitality in the UK over the course of May, 2024.

● The polling audience was 64% male and 36% female.
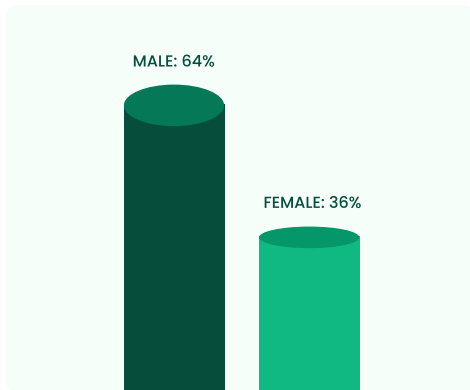
● The age ranges were as follows:

MALE: 64%

FEMALE: 36%

● 18 - 24: 16%
● 25 - 34: 36%
● 35 - 44: 37%
● 45 - 54: 8%
● >54: 2%
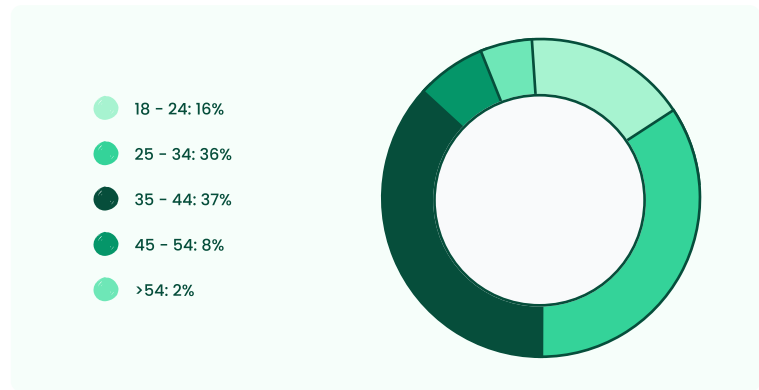
We interviewed mostly large Hospitality organisations (68% had over 500 employees and 25% had over 1000) and focused on long tenured employees - almost all the respondents had more than 2 years of experience and over half had over 5+ years. **70% were Front of House, 28% Back of House, and 2% worked both.**

HOSPITALITY SECTOR DISTRIBUTION

● BAR/PUB: 14%
● RESTAURANT: 25%
● HOTEL: 40%
● QUICK SERVICE DINING: 10%
● COMPETITIVE SOCIALISING: 11%

HOW LONG HAVE YOU WORKED IN HOSPITALITY?

● 0-2 YEARS: 8%
● 2 - 5 YEARS: 41%
● 5 - 10 YEARS: 39%
● 10+ YEARS: 12%
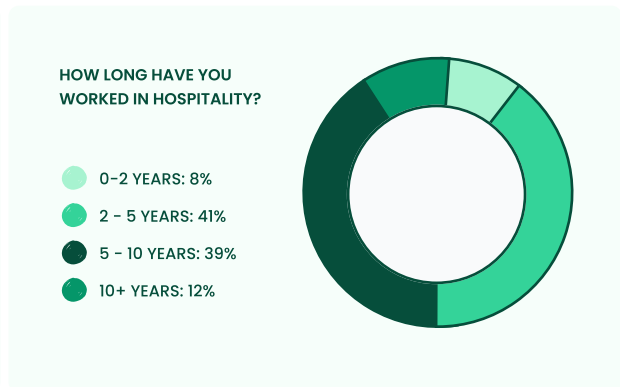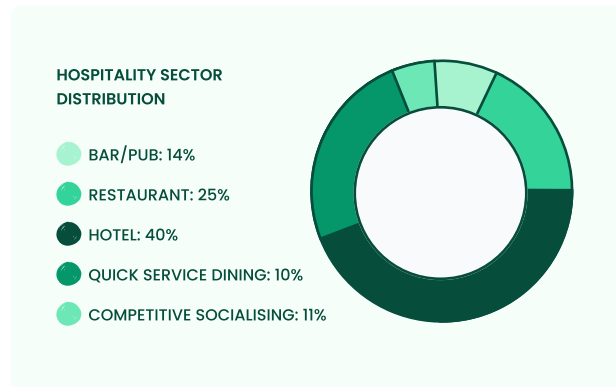
The number of employers respondents had over the length of their Hospitality career:

1 EMPLOYER
58%

2 - 4 EMPLOYERS
28%

5 - 6 EMPLOYERS
28%

6+ EMPLOYERS
28%