

# Restaurant Labor Shortages Are Negatively Affecting Guest Experiences



Labor shortages have far-reaching impact on consumer experiences.

After all, your staff nurtures your hard-won customers — and being short-staffed puts a huge strain on those relationships.

HungerRush's latest survey explored consumer attitudes and how experiences at their favorite restaurants have changed as labor shortages have become the new normal.

**IT IS HARDER THAN EVER TO FIND AND KEEP EMPLOYEES.**

Restaurant industry employment  
↓ **down 750%**  
compared to pre-pandemic levels<sup>1</sup>

Turnover is  
↑ **6.9% higher**  
than any other industry<sup>2</sup>

## CONSUMERS ARE FEELING THE IMPACT OF STAFFING SHORTAGES

Consumers surveyed reported they feel the impact of staffing shortages most acutely at:



Independent Restaurants



Major Chains



Mid-sized Regional Restaurants

## TOP 3 AREAS OF FRICTION FOR CONSUMERS

**33%**

Longer wait times to receive food

**32%**

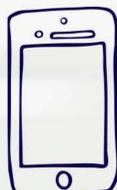
Diminished guest experience due to overstressed staff

**17%**

Longer wait times to place an order

## LONG WAIT AND HOLD TIMES DIMINISH CONSUMER SATISFACTION

We asked consumers how long they would stay on hold to place a phone order:



**27%** 1 minute or less

**25%** 2 minutes

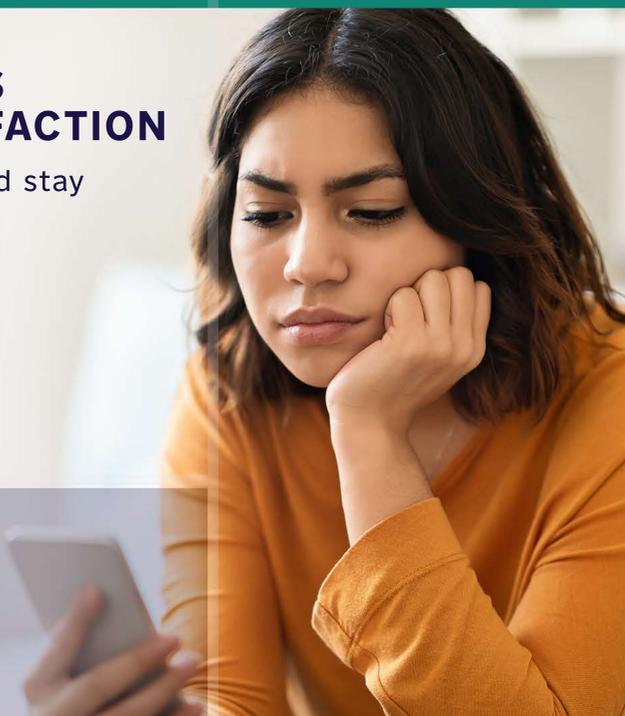
**35%** 3 minutes

**76%**

Percentage of consumers who will leave the restaurant if there is a long line to be seated or place an order.<sup>3</sup>

**23%**

Increase in complaints in 2022 due to long wait times.<sup>4</sup>



## DIMINISHED CONSUMER EXPERIENCES CAN HAVE DRASTIC IMPACTS



**39%** are likely to write a negative review after long wait times or order inaccuracies stemming from staffing shortages.

In fact, **negative reviews increased 4%** in 2022.<sup>5</sup>

Stressed staff and background noise signals a hectic, busy environment and reduces consumer confidence in order accuracy.

**38%**

worry that a busy restaurant won't take their **order correctly** if they need to customize.

**19%**

**won't even attempt** to personalize or modify a phone order if they think the restaurant is busy.

## TECHNOLOGY OPENS NEW OPPORTUNITIES

**72%**

of consumers said they would use an automated phone bot to place an order, depending on the situation.

## INEXPERIENCED STAFF WITH HIGH TURNOVER WEAKENS RELATIONSHIPS WITH VALUED GUESTS

Intuitive technology is critical for getting new employees up to speed.

↑ **27%** Order inaccuracy

↑ **25%** Longer times to order food

↓ **35%** Loss of personal connection with guests



## BRIDGE THE GAPS WITH TECHNOLOGY BUILT FOR THE MODERN RESTAURANT

As consumer adoption and acceptance of technology continues to increase, solutions are available to help restaurants create more customized and connected experiences at every touch point.

Reach out to HungerRush today to explore ways to mitigate your labor challenges.

<sup>1</sup>Restaurant Labor Challenges Impact Consumer Experience," HungerRush & Dynata, May 2023

<sup>2</sup>More restaurant employees are quitting than in any other industry, recent data shows," Nation's Restaurant News, June 05, 2022

<sup>3</sup>The State of What Feeds Us Volume VI," Bluedot, February 2022

<sup>4</sup>Restaurants are short-staffed, and that's taking a big toll on customers and workers alike," CNBC, July 17, 2022

<sup>5</sup>Negative online reviews have increased for restaurants," Nation's Restaurant News, December 20, 2022