

OVERVIEW

Restaurant success is directly controlled by 2 primary elements: product and service. Product, is mainly driven by preparation, innovation, and delivery speed. Service, is primarily driven by employee performance. Influences on either of these elements will affect sales to varying degrees. However, limited work has been done to date in this field to verify and quantify the correlation due to: a) the complexity of the relationship, and b) the slow adoption of Management Information Systems (MIS) systems within this industry.

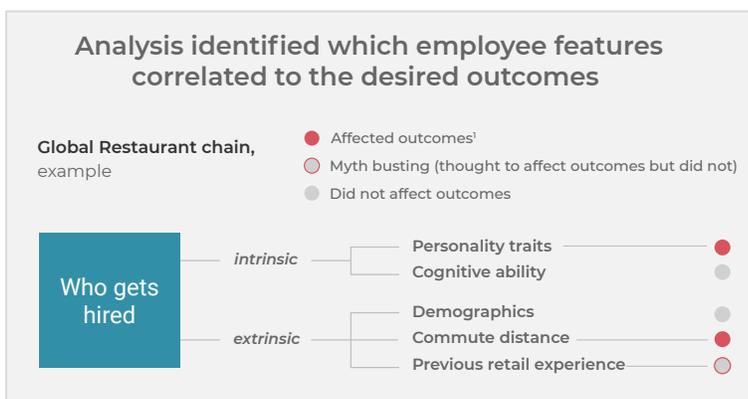
Increased turnover in personnel and decreased per location sales are of the most common and costly challenges faced by the restaurant industry today. Determining if recruiting efforts can have a direct impact on sales would be of significant benefit to industry stakeholders as a method to help control current sales declines.

KEY SUCCESS FACTORS

There are numerous recruitment screening tools available. *McKinsey People Analytics* have analyzed which hiring selection components have a verifiable impact on performance. Some existing elements (such as previous experience) were found to have no impact on performance.

It was determined is that only two elements can be directly attributed to better job performance in a restaurant environment:

1. Personality traits
2. Commute distance (proximity)

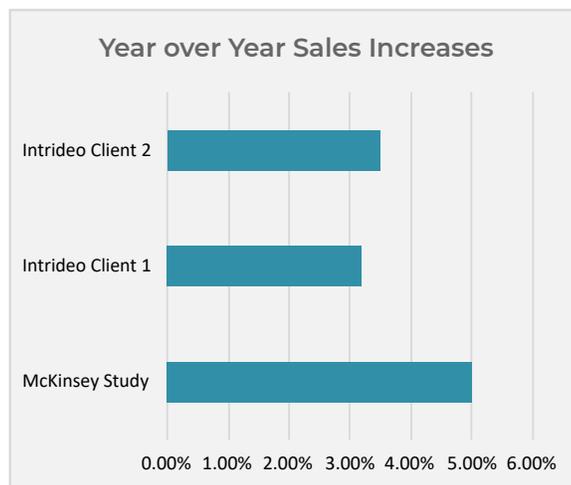


Source: www.mckinsey.com/business-functions/mckinsey-analytics/our-insights/using-people-analytics-to-drive-business-performance-a-case-study

RESULTS

Two recent studies have examined the use of recruiting MIS systems and their direct impact on restaurant sales:

- A 2017 case study positively associated people analytics recruiting and management practices with sales increases in a global QSR chain. It was determined that a **5% increase in sales** was expected in just 4 months. Source: www.mckinsey.com/business-functions/mckinsey-analytics/our-insights/using-people-analytics-to-drive-business-performance-a-case-study
- Two Intrideo clients were part of a 2019 academic study of recruiting MIS systems impact in the restaurant industry. Sales were analyzed over a 10-month period and compared to regional averages. It was determined that sales **increases of over 3%** could be directly attributed to the use of the Intrideo system. Source: https://www.intrideo.com/wp-content/uploads/PDFs/Human_Resources_Technology_Case_Study.pdf



CONCLUSION



Recruitment MIS systems that utilize personality testing and location mapping can have a positive effect on employee performance metrics and restaurant service. Ultimately, this service improvement can be correlated with **sales increases of 3-5%** in restaurants utilizing systems such as Intrideo (www.intrideo.com/intrideo-serve).