



UKG for Hospitality Franchises

Helping solve your complex
franchise management
challenges



Do your franchisees have a people management strategy?

The hospitality industry is on the verge of a wave of digital disruption, particularly as it relates to its workforce. Traditionally, these franchisees have found themselves in a cycle where they disparately look to technology to quickly solve an urgent need in a very siloed area of the business. Each franchisee individually finds technology vendors that can solve the problem at hand, but then move on without developing a long-term holistic strategy that could – or should – benefit the brand, operations, productivity, and financial growth of the entire franchise.

This can lead to a patchwork technology ecosystem where data is kept in silos — meaning it is nearly impossible to derive insights to proactively drive growth across the whole business. Plus, a disjointed technology ecosystem with limited reach can lead to a number of issues for both the franchisor and franchisee, including:

- Multiple or redundant systems
- Lack of insight into store or day-of-trade operations
- Inability to benchmark stores' performance or articulate an average target
- Too many places to access data and an inability to share data
- Increased effort to maintain brand image and reputation, as disparate people management applications can lead to patchy customer service and inconsistent food safety practices across each franchisee
- Data that contradicts or is inconsistent with other data
- Increasing compliance risk due to poor record keeping
- Low user adoption
- High turnover
- Reactive (vs proactive) approach to increase margins, profitability and revenue growth



Turn your data into dollars

What's one of the biggest challenges of this piecemeal approach? It can lead to reactive decision making that isn't necessarily based on the big picture. At best, long-term strategic decision making using this approach is difficult; at worst, it's impossible. When all your franchisee data is brought together into one core solution, you can gain much-needed visibility into information that can improve efficiency, control labour costs, increase profitability, drive growth, reduce turnover, increase employee satisfaction, and help your franchisees proactively manage store operations.

Build a foundation for the future

There are lots of valuable reasons for investing in a people management platform, but the most important one is that it can set your whole franchise up for long-term success. With the right unified solution, you can easily layer in other technologies you want to invest in to run the business — like learning tools, communication tools, guest satisfaction surveys, POS, etc. — and have them seamlessly integrate with a unified solution. This way, you'll experience zero technology disruption and put your franchisees in a strong, future-forward position.



A closer look at the hospitality industry's challenges — and how to solve them

The hospitality industry is getting more complex and advanced every day — and COVID-19 has added a new layer of complexity to the equation. These hospitality franchisors are faced with two key challenges:

- providing their franchisees with the support and tools, while also protecting their thin margins, maintaining brand reputation to better optimise the business operations.
- avoiding labour law violations by staying up-to-date and meeting the ever-changing compliance regulations.

Operators are beginning to understand the need to become more strategic and proactive in managing their franchise — and the important roles that data and people technology play.





Optimising business operations

CHALLENGE:

The growth of technology, sales channels (like third-party delivery), and regulation changes in the quick service restaurant industry have pushed systems and processes beyond their limits — which means that both individual operators and the overarching franchise lack the visibility and accountability that is needed across all aspects of the business. At the end of the day, both parties must be able to understand the data and analytics behind their workforce to make the best decisions and ensure there's consistency across business operations.

Now more than ever, HR and workforce management are being brought together because forecasting labour is as important as forecasting food cost/inventory, especially in the drive to maintain a consistent brand image. You can't optimise your operations if you can't effectively attract and hire the right people and onboard them. Once those people are onboarded, you must effectively manage your employees while also engaging them. Many operators still see labour as a fixed cost, but this is no longer the case. In fact, if labour isn't managed as a variable cost with a human touch, your organisation is sure to suffer. By rethinking labour scheduling based on effective, real-time labour data, you can drive better-targeted labour hours to maximise sales and the customer experience, as well as increase employee engagement and retain your people longer. Labour is no longer just a number — it's a cost that must be handled with care.

SOLUTION:

You need a unified solution to get real-time access to data, reporting, and dashboards that make it easy to find insights into franchisees' largest controllable expense — their workforce. This level of data visibility can provide key information about performance, engagement, food sales, sales per labour hour, sales by day part, and required labour across the whole franchise — and also help ensure compliance.

UKG can help you gain real-time visibility into your workforce for all franchisees, regions and locations. By automating manual processes for hiring, onboarding, scheduling, and timekeeping, you can increase efficiencies, eliminate redundancies, and improve productivity throughout your organisation. You'll be able to better understand the data and analytics to gain control of costs and turnover. The solution provides:



Employee and manager self-service tools that make it easy for employees to apply and onboard and, once hired, access their pay and control their schedules. This not only empowers employees to work when they prefer — it drives down absenteeism and eliminates the constant battle operators have of rearranging schedules to handle last-minute call-outs.



Time and attendance tools that offer visibility into employee information such as accrued pay, hours worked, time off, absences, and more.



Advanced scheduling and forecasting tools that eliminate manual processes of bringing sales data from the POS system and labour together and allow franchisees to create predictable schedules optimised for demand. By leveraging machine learning, artificial intelligence, and unlimited key performance indicators, forecasts and schedules are more accurate.



Performance tools that enable you to see in real time how your employees and franchisees are performing, including whether they're fatigued and more.



Analytics and reporting tools that provide actionable insight into performance by franchise or location to manage opportunities for cost savings and productivity gains.





Mitigating compliance risk

CHALLENGE:

There's no way around it. Hospitality franchises are under increased scrutiny for labour law violations — from wage rates and overtime payments to meal and rest breaks and Fair Work legislation. Franchise operators already manage daily P&L in a fast-paced environment.

Keeping up with compliance on top of that can be very challenging with a disparate technology ecosystem in place, especially as franchisee operators juggle multiple other responsibilities and wear many hats. When different technology systems maintain different compliance-related data points, it can be difficult to spot compliance risks before they become realities.

This can also make it challenging to enforce compliance-related policies consistently and fairly across the entire franchise.

Organisations that don't comply with labour laws **risk major penalties.**

SOLUTION:

With Fair Work cases on the rise, you need user-friendly workforce tools to help ensure your franchisees feel supported and protected. The best defense against compliance violations is a combination of visibility, consistency, and automation. In fact, the more tasks you can automate — removing human error from the equation — the more compliance risks you can naturally mitigate.

UKG helps you create schedules that adhere to all labour laws, track regular time and overtime in real-time, show that franchisees' employees have attested to taking meal and rest breaks, and ensure accurate pay. The solution provides:



Automated compliance tools to proactively manage federal, state, and local labour laws, including Fair Work legislation, the Industrial Relations Act, the Protecting Vulnerable Workers Act, National Employment Standards, and more.



Access to real-time, accurate employee data that helps you and your franchisees take a proactive approach to compliance with wage and hour laws, minimum wage, and more.



The ability to import hours and earnings information from your POS system.



Real-time alerts that are easy to manage and understand so your franchisees can make any needed adjustments on the fly to avoid violations and penalties.



Delivering a comprehensive people solution for ALL your franchises

As a franchise operator, you're passionate about what you do and the people who help you do it. You know better than anyone that your people are your greatest asset — and you always try to do your best by them. Your goals are to ensure consistency across the business, protect brand image, increase profitability and efficiency throughout your franchise network while ensuring a better employee experience and more consistent customer service. One way to do this is to ensure a unified workforce solution is adopted throughout the entire franchise network.

UKG technology consolidates your key workforce management functionalities — such as reporting and analytics, payroll, timekeeping and scheduling, applicant tracking, onboarding, HR, employee performance — while also allowing you to develop your own technology strategy and integrate point solutions key to your business.

UKG offers an easy-to-use, unified solution that delivers:

Unified technology/Platform as a Service

UKG's unified platform streamlines hiring and onboarding processes, enabling your franchisees to easily attract, hire, onboard, and retain new employees. It provides accurate visibility into real-time performance and labour data. Additionally, it helps ensure employee engagement and customer satisfaction by providing employees with access to everything they need — including scheduling and communications, training, and same-day pay options, if integrated — with a single login.

Optimised business operations

UKG can help you gain real-time visibility into your workforce for all franchisees, regions and locations. By automating manual processes for hiring, onboarding, scheduling, and timekeeping, you can ensure consistency, increase efficiencies and profitability, eliminate redundancies, and support franchisees throughout your organisation.

Better-controlled labour costs

UKG can help you better understand the human aspect of your franchisee network as well as the data and analytics behind schedule effectiveness, franchisee performance, and forecasted traffic and sales. You'll also be able to better understand the data and analytics to gain control of costs and turnover.

Mitigated compliance risk

UKG provides effective workforce management strategies that enable your franchisee operators to be proactive. These strategies are backed by real-time alerts, automated processes, and data analytics that can help minimise the risk of costly penalties and grievances due to non-compliance.

Put the UKG for Hospitality Franchises solution to work for you:

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