

Hospitality: Tackling historic labor shortages.

A LACK OF WORKERS IS FORCING TEAMS
TO REIMAGINE THEIR HIRING PRACTICES



HireVue

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The hospitality industry is a seismic employer for hourly employees across various sectors. Hospitality and tourism employ nearly [15 million people](#) in the US, making it a cornerstone of the US economy. In 2017, travel and tourism was a [\\$1.6 trillion](#) industry, and the industry is bouncing back to pre-pandemic levels.

[Forbes](#) found that on December 23, 2021, 2.1 million people traveled through the airport, “outpacing the same day in pre-pandemic 2019.” And the trend isn’t slowing down as 2022 summer travel plans are made. [Eighty-five percent](#) of Americans are planning to travel this summer while 46% percent of them will be flying.

The hospitality industry not only employs professional roles like general managers and IT positions but millions of hourly positions including retail and sales associates, servers, cooks, front desk receptionists, housekeepers, call center agents and customer service reps. Their daily functions run the retail, airline, food and beverage, and hotel industries.

But the hospitality industry has seen massive upheaval in the wake of COVID-19, creating an overwhelming labor shortage. In fact, according to [Business Insider](#), in November of 2021, 4.5 million Americans quit their jobs—and 1 million of them were restaurant and hotel workers.

And the impact is global. EMEA is reeling from the pandemic and Brexit, and the UK hospitality sector’s vacancy rate is [twice that of the economy as a whole](#). In APAC, Australian hospitality employers are suffering from historic labor shortages. While it’s been a problem for decades, the Australian border shutdown left the industry [particularly vulnerable](#) due to its reliance on foreign workers, many of whom returned to their home countries during the pandemic.

The labor shortage, plus a lack of skilled workers, has created an unprecedented and overwhelming hiring landscape for managers. Plus, manual hiring efforts are taking too much time and keeping managers from actually focusing on servicing customers.



Core Challenges

Hiring teams in hospitality are facing **three major challenges**:

- Quit rates are unprecedented.
- Finding talent is difficult.
- Hiring is taking too much time.

HIGH QUIT RATES

Labor shortages and quit rates have surged for a variety of reasons ranging from better pay and benefits demands and a desire for more predictable work schedules. Plus, in a strong worker market, unionizing efforts have increased. In 2021, hospitality workers left their jobs at a rate of 2x the national U.S. average—with 890,000 workers quitting in August 2021 alone. Not to mention restaurants are short three million workers, and the managers are half as engaged as their peers in other industries. Hotels are operating at less than 70% of housekeeping capacity and the majority of hospitality workers plan to leave their jobs.

And 1 in 4 do not want to return to the industry – **ever again**.

FINDING TALENT

The current hiring landscape presents a two-fold challenge—there is not only a labor shortage but a shortage of skilled talent. In a new McKinsey Global Survey on future workforce needs, nearly 9 of 10 executives and managers say their organizations either face skill gaps already or expect gaps to develop within the next 5 years.

LONG HIRING PROCESSES KEEP MANAGERS FROM CUSTOMERS

Managers don't have time for recruiting activities. Manual efforts slow down the hiring process and preclude them from focusing on the more strategic parts of running the business—like servicing customers. Plus, outdated practices prevent consistent, scalable hiring that assesses for critical skills or competencies and create an equitable experience for every candidate.

How HireVue can help.

With **4 of the top 5 U.S. retailers using HireVue**, HireVue is the leading end-to-end talent experience platform for retail and hospitality employers.



Attract and engage via text and conversational AI



Screen and assess with chat and game based assessments



Candidate self-schedule



Virtual or on-site interview and job preview video



Keep candidates engaged post-hire

HIRE THE PEOPLE WHO WILL GROW YOUR BUSINESS

HireVue enables hiring teams to evaluate and hire candidates based on the right things. Consistently evaluate all hourly recruits on the right aptitude by evaluating on key skills like drive for results and initiative, adaptability, and conscientiousness—skills that don't always show up on a resume but that accurately predict job performance. HireVue provides deep insight into a candidate's job aptitude, and candidates also get a quick and engaging experience that they can complete in under 10 minutes.

FILL JOBS AND SHIFTS FAST

Hospitality relies on servicing customers, and hiring shouldn't prevent companies from delivering on this core aspect of their business. Drive hiring efficiency with text engagement and automation, so you can staff up and get back to servicing customers.

Hotel giant Hilton was able to **cut their time-to-hire by nearly 90%**. Plus, they were able to ensure they were hiring top-tier candidates with the right skills to meet the company's mission to be the most hospitable company in the world. They went from hiring their training classes in **6 weeks to 5 days** while creating a positive experience for both recruiters and candidates. **Their interview-to-hire rates improved 40% and they achieved an 84.9 candidate NPS.**

"We needed to enhance and optimize our recruiting service delivery model with improved scalability in order to hire Team Members in a short amount of time. We experienced success with HireVue's OnDemand interviews and wanted to take our innovation to the next level by leveraging data science and the predictive capabilities within the [HireVue] platform."

- Amber Weaver, Head of High Volume Recruiting

How HireVue can help (continued)

TREAT CANDIDATES LIKE CUSTOMERS

Free up time to engage with candidates in a meaningful and personal way. Hire faster, fairer, and more efficiently with greater insight from your hiring ecosystem. When candidates are often customers, ensure you deliver a consumer-grade experience, so they want to work for you—and continue buying from you. Engage and hire quality candidates faster while unburdening your hiring managers with a text-powered, automated hiring process.

GET MANAGERS BACK TO THEIR CUSTOMERS

HireVue supports recruiting tasks like engaging and evaluating candidate fit for the role and even automates interview scheduling and rescheduling. All managers need to do is show up for the interview.

Maggiano's Little Italy restaurants struggled to hire for open restaurant requisitions quickly. Restaurant managers struggled to juggle time spent on resume reviews and interview scheduling with critical time spent on the floor with employees and customers. They needed to create a simpler, engaging candidate experience that also removed recruiting tasks from the restaurant managers' plates. After deploying HireVue text and chat-based job searches, screening, and scheduling, their hiring soared.

"[Our hiring assistant] closed 66% of open requisitions in 2 weeks and has created an amazing experience for our restaurant. All of our applicants first talk with [the hiring assistant], and if qualified, are directly scheduled with the restaurant."

*- Brooke Burgiel, Senior Director of HR,
Maggiano's Little Italy*



Customer story

MAGGIANO'S LITTLE ITALY

Using chat and text to improve high-volume hiring efficiency

Problem:

Needed an innovative way to combat candidate engagement challenges to produce a steadier flow of candidates and hires

Solution:

HireVue text-powered candidate engagement solution

Results:

- 21,000+ candidates engaged
- 17,000+ interviews scheduled
- 5,100+ applicants hired

