

The Magazine of the Wisconsin Restaurant Association

WR

**Special
Digital Edition:**

Technology Playbook
of Business Ideas

WISCONSIN RESTAURATEUR

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Welcome to this digital playbook that provides IDEAS and TRENDS for foodservice technology that can help streamline your business operations.



We at the Wisconsin Restaurant Association hope that you find this Tech Playbook a source of inspiration. Our goal is to give you ideas on how to do things differently in your business during a time when dining out has been redefined. We hope this Playbook inspires you on how to be more efficient, how to connect with customers differently and how to keep your staff and customers safe and healthy.

Consumers are excited to return to dining out. But consumer expectations may have forever changed. They're expecting cleanliness, safety, convenience, contactless. Technology can help you meet all of those expectations.

Find suppliers ready to help with your tech needs on pages 20-21 of this Playbook. Or visit wirerestaurant.org/buyersguide for a digital search.

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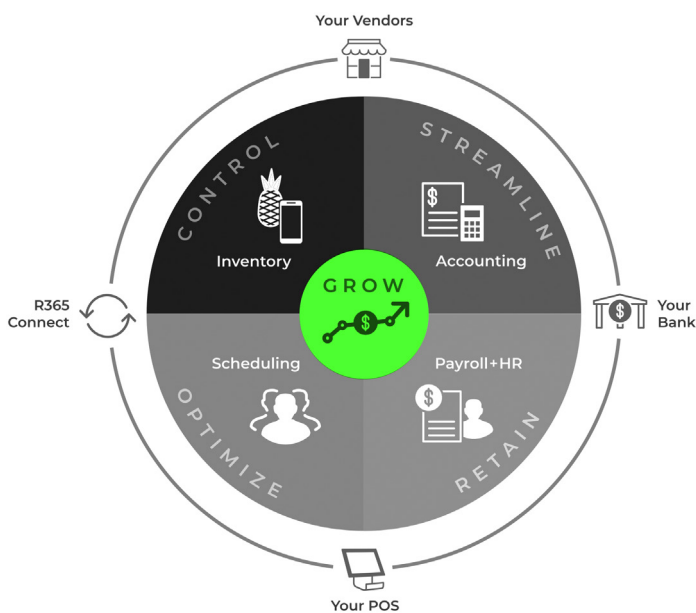
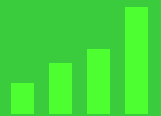
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Our Next Crisis: Workforce Shortage

Is a Gig Workforce Right For Your Business?

by Dawn Faris

Vice President of Membership and Business Development

The labor shortage pre-COVID was crippling to the restaurant industry. Now there's growing concern that it may be at an epic level as we turn the corner on this pandemic. While the sad reality is that many restaurants have permanently closed their doors, that does not necessarily mean that those employees are still without jobs. Many were forced to look in other directions and have found careers in new fields. And now as restaurants get ready for more people dining out again, there's great concern that restaurants won't have enough staff to take care of the customers. The gig workforce business model may offer restaurants struggling with staffing a solution to their struggle. We'll explore the pros and cons here.

The term "gig" is a slang word for a job that lasts a specified period of time. That word has been well-known in the musician world and has now crossed over into other industries, like foodservice, when "gig economy" or "gig workforce" became defining words in 2015.

Instead of a traditional job with a single company, gig workers work as short-term, temporary, or independent contractors for a variety of employers and are very task-focused. New and emerging hiring companies aim to help operators tap into this part-time workforce in a more efficient way, narrowing the pool to focus on candidates with the right skills and qualifications for your needs. Some platforms cater to multiple industries, but there are restaurant-specific platforms for you to consider as well, with some of those gig businesses taking care of providing benefits to their gig workforce.

How It Works

Operators are matched with temp workers who have the skills a restaurant needs, such as familiarity with a certain POS system. All workers have their references checked and must have a level of experience (varies by company). Restaurants can typically book

workers as little as two hours ahead of time when in a pinch. These apps help operators connect to workers in the same way the Ubers of the world do. Operators list shifts and workers sign up. The gig business app gives workers control over their schedule.

Some companies offer an AI-enabled scheduling technology to recognize shift openings for all positions, from waitstaff to fry cooks, based on the time of day and customer rush that is expected. When a gap is identified or a worker cancels a shift, the app automatically advertises the open shift to the on-demand workforce in their system. This service provides operators with peace of mind, knowing they don't need to manually monitor schedules and manage the availability of their staff.

In addition to helping with hiring and scheduling, these systems are set up to assist with managing paperwork so operators can make sure they comply with necessary regulations.

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The Pros and Cons of a Gig Workforce

PROS	CONS
<ul style="list-style-type: none"> • Great option for businesses struggling with turnover or finding the right people for the right shifts. 	<ul style="list-style-type: none"> • The threat of inconsistent food and beverage prep if using gig workers for BoH and bartending.
<ul style="list-style-type: none"> • Can quickly grow your workforce when the demand is there. 	<ul style="list-style-type: none"> • FoH workers that aren't in-tune with business culture or ability to independently problem solve.
<ul style="list-style-type: none"> • Can quickly access a flexible workforce of people that are available to work when you need them. 	<ul style="list-style-type: none"> • Opens your business up to theft from short term employees that are short term giggers.
<ul style="list-style-type: none"> • Cost-effective way to supplement your staff with additional workers on busy days. 	<ul style="list-style-type: none"> • Could give you less control over work performance.
<ul style="list-style-type: none"> • Don't have to over-schedule your restaurant employees if you have gig workers to fall back on. This gives your staff a break while ensuring you have enough hands on deck. 	<ul style="list-style-type: none"> • Usually relying on the gig company to vet out the gigger to make sure they're qualified (which could be a pro, too!)

Redefining How to Stay Fully Staffed

"How we define employees will probably shift moving forward," Adam Hasley, the National Restaurant Association's director of advocacy research and insights said during a presentation at the Restaurant Innovation Summit.

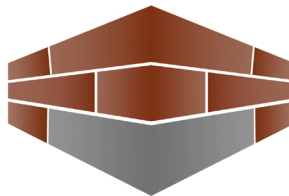
"Does the seasonal definition take on a new twist if you have these platforms that you essentially Uber-order a server or Uber-order a chef? We don't know how that will change the definition of an employee, and if that contractor model will continue to expand," he said. "We anticipate it will have implications, we just don't know what those will be just yet."

It's important for employers to treat 'giggers' with the same respect as your regular staff as they, too, are an integral part of your business. Engaging with gig workers also gives restaurants a way to evaluate potential new staff members before bringing them on as a regular employee, and likewise the gigger can determine if the restaurant is a good fit for them.

2020 was a particularly transformative year for the restaurant industry, as many restaurateurs relied on delivery and take out to keep themselves afloat. With restaurant foot traffic low, others adopted a new approach with ghost kitchens and the support of third-party delivery platforms. And now

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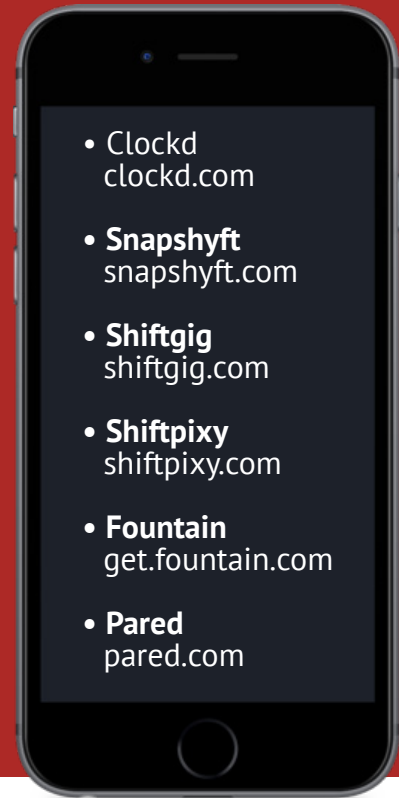
business owners are faced again with the challenge of having to rely on a smaller pool of workers for critical restaurant operations. All while trying to scale up their operation. According to some reports, onboarding a new employee can cost up to \$1,816 per hourly worker. And these services take a large cut of the restaurants' profits. Brands that use third-party platforms pay fees between 15-30% on orders, a large cost to the restaurant when delivery has become such a big part of restaurant sales these days. Third-party delivery can be a welcome help when a business is unable to staff a self-delivery program. To protect your bottom line, though, you should consider raising prices on your delivery menu items to help defray the third-party cost.

The current crisis has upended the traditional working world, causing many to pursue gig opportunities to restructure their income. Digital platforms could be a viable solution for you to consider when looking for ways to fill your open shifts.

Gig platforms really represent a new way to work. All typically function with an app that serves as an all-in-one workforce management platform for business owners. And it's also an employment resource for giggers who want the freedom to make their own schedule. These platforms help businesses manage their workforce and remain compliant with labor law while keeping your business fully staffed and delivering a great customer experience. The idea is to make it more cost-efficient for restaurants to employ gig economy workers. Operators are able to rest easy knowing that they remain compliant with labor laws and free of time-consuming admin tasks.

Getting through COVID meant businesses had to be flexible and fast to adopt changes. Getting through this next labor shortage will require much of the same.

There are a number of companies in the restaurant gig-work space that help managers in need fill empty or understaffed shifts immediately. Here are a few options to consider:



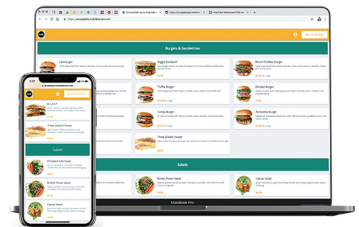
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Kitchen Innovations Awards

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The National Restaurant Association Show recently announced the recipients of their 2021 Kitchen Innovations (KI) Awards. The 16 awardees maximized technology to increase efficiency, productivity, and the bottom line. The winning products have a focus on automation, efficiency, safety improvements, sustainability, waste solutions, and more.

The 2021 Kitchen Innovations Award recipients are:



Antunes

Touchless Sauce Dispenser

The Touchless Sauce Dispenser by Antunes is a safer, cleaner, and more precise way to serve condiments. Optical sensors and unique vacuum pullback technology provide exact, touch-free portions – eliminating handpumps and packets. Its modular design configures to any store, front- and back-of-house. It is customizable with a variable number of nozzles, product viscosities, ambient/heated temperatures, and volumes dispensed.



Curtis

Curtis GemX® Narrow IntelliFresh® Coffee Brewer with FreshTrac®

The new Curtis GemX Narrow is a powerful machine for superb coffee and beverage specialties. At just 10.5-inches in width, the fully-automated GemX Narrow brews and dispenses twice the amount of coffee in the same space as a traditional single brewer maximizing precious counter space. This capacity is achieved through two narrow, 1.5-gallon dispensers that compactly fit onto the brewer.



Eastern Tabletop CleanLite

Unlike UV sanitizing systems that carry risks with overexposure, CleanLite uses antimicrobial LED light technology patented by Vyv to illuminate in white light tuned with blue wavelengths that continually protect against bacteria, fungi, yeast, mold and mildew. The LED lights can be configured as standing fixtures over work stations and buffet systems, or in pendant and overhead fixtures for larger areas.



Ecolab

Cockroach Multi-Station

The new patented Cockroach Multi-Station is a discreet and durable device that detects cockroach introductions early and provides ongoing defense. The station's unique design and curvature mimics cockroach harborage to facilitate greater attraction and the glue board's placement helps capture them at higher rates to achieve quicker elimination compared to traditional glue boards.

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Eloma, An Ali Group Company Compact Pro

Finally a fully modular combi to fit your kitchen's flow: Choose control panels on the right, left or top; door hinges on left or right; three cooking systems—convection/fresh steam, convection/steam injection, or convection only. Choose between streamlined or advanced electronic HD touchscreen control, and two cleaning systems including autoclean®PRO. Plus, a design module featuring a variety of options and accessories.



Frymaster / Welbilt Brand Frymaster FilterQuick® 120

Created for the unique challenges of cooking high volumes of fresh-breaded, heavy sediment, bone-in chicken products, this 120-lb. fryer employs a unique automatic filtration system. The sloped-bottom frypot features multiple oil-return ports sequentially controlled to funnel high pressure oil spray throughout specific parts of the frypot for effective washdown without clogging. A lengthy list of features includes automatic direct internet connection, real-time data collection and remote diagnostics.



Hobart - FEG AMTL Two Level Door Type Dish Machine with Hobart Smart Connect IOT App

The only two-level dish machine on the market, the AMTL features an upper chamber that acts as a typical door style dish machine, with a 17" door opening, delivering 80 racks per hour. The lower chamber functions as a single rack washer ideal for pots, pans, flatware or utensils. The two levels can operate concurrently, or the lower level can be turned off independently.



Hoshizaki Hoshizaki 2by2 ice cube machine, IM-50BAA-LM

With the premium-cocktail solid-ice market going crazy, the 2x2 undercounter model is the first ice machine in the North American market to make an ice cube this large: Measuring 1.9" x 1.9" x 2.2" with just a very small dimple on the long side, this ice is perfect for cocktails that require just the right amount of chill without too much dilution and a stunning presentation.



Manitowoc / Welbilt Brand CrystalCraft Premier™

Large ice used to require large, bulky machines. Manitowoc's USE0050 charts a new course for large cubes through a reimagined evaporator design resulting in a compact gourmet ice machine. Small in size, but big on features, the machine includes onboard water filtration for crystal clear cubes, and a membrane touchpad for effortless operation.



Minipack America MX-Infuser

Want to marinate in 10 minutes instead of 48 hours? How about limoncello in 30 minutes instead of four weeks? The MX-Infuser/Vacuum Sealer offers sophisticated algorithms and single-touch icons to perform numerous processes from sous vide to marinating in two functions and three levels of intensity, or infusing in four levels of intensity. The compact design comes in eight body colors with a soft closure transparent lid.



Picnic Automated Pizza Assembly System

The automated, robotic Picnic Pizza assembly system reduces food waste and labor costs while increasing hygiene due to no-touch handling of ingredients. The Picnic system uses the operator's recipe and uses precise amounts of sauce and toppings, and sends it directly to the oven. All the staff does is place prepared dough on the conveyor. Features include intuitive touchscreen interface, optional POS integration, and a customer portal for customized pizzas.



RATIONAL USA iCombi® Pro

RATIONAL elevates combi oven technology with the iCombi® Pro. Advanced features include cooking intelligence that lets the operator indicate the results wanted, such as browning and doneness, and even allows mid-process changes. Thermocouples detect cooking conditions, adjusting energy to match needs. Additional air reversing fans improve heat distribution and flow. Results: Better quality, 50% more productivity, and 10% quicker cooking.



Sunshine Innovations Luccy

The unique, first-of-its-kind, fully automated Luccy produces fresh, warm, ready-to-eat, premium hummus in seconds at any point-of-sale or serving point. Luccy produces high volumes with adjustable portions and endless recipes, without any human intervention. Luccy is sized to fit in any kitchen or display, is easy and inexpensive to maintain, allowing to offer America's number one dip to anyone, anywhere.



T&S Brass and Bronze Works T&S WaterWatch

This industry-first water-monitoring system detects leaks and helps optimize conservation measures using a smartphone-sized device that straps onto a restaurant's main water line. The device "listens" to the flow of water in the pipes and uses machine learning to identify the unique sound signatures of various fixtures to notify operators of leaks or catastrophic failures and support efficiency efforts



TurboChef Technologies, LLC Plexor

Picture three independent ovens—say a convection oven, an impingement oven, a speed oven, or any combination thereof—stacked in a single footprint. Then picture them all ventless, auto-loading and unloading, working off a single control panel and a single shared plug. Plexor's modular design not only offers all that but also enables cooking modules to be field swapped to accommodate future menu changes.



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TECH TRENDS that are HERE TO STAY

by Dawn Faris

Vice President of Membership and Business Development



While the restaurant industry is an incredibly adaptive one, it has traditionally been slow to upgrade technology or to offer innovative digital solutions for their customers. 2020 changed everything. With total closures and reduced capacities due to COVID-19, the pandemic forced even some of the smallest independent operators to look at how technology could help them get through the crisis by helping them capture off-premise sales and keep customers safe while dining in. Every business had to alter operations to ensure some incoming revenue.

In addition to pivot and flexible being key terms from last year, connected and contactless were just as important terms for the restaurant industry. Online ordering, QR menus, touchless payments, curbside and delivery were all necessary shifts that got restaurants through the past year and are now trends that seem to be here to stay.

Here's some tech trends you should be on top of...

Online ordering and delivery/takeout is a must have

Online ordering systems have become an essential tool, not just a "nice to have" luxury.

With past indoor dining limitations set to help stop the spread of COVID-19, restaurants scrambled to find a way to compete for the takeout and delivery dollar. And while the race to get an online ordering system up was driven by a pandemic, this service is here to stay as consumers have grown used to the convenience of ordering food when and how they want to.

- Can consumers easily access your menu and place an order? Don't make people have to dig through your website to figure out how to place an order.
- Does your online menu have photos of your products? Photos are a must to help you upsell!
- Can your staff easily access the orders and get the food out in the time promised?

By the end of this year nearly 50 million people are expected to be using food delivery apps. This presents an interesting shift in staffing needs. While the need for a host and wait staff have been reduced this past year, delivery and food preparation staff have become critical to manage the incoming orders for take-out and delivery.

Third-party food delivery apps like GrubHub, UberEats, Door Dash and EatStreet will continue to be an important solution for those not able to offer in-house ordering and delivery services. But direct delivery is expected to become a big thing in 2021. Restaurateurs want to take control of the online ordering and delivery for their business and decrease their reliance on third party companies. Direct ordering provides restaurateurs with customer intel that is critical for marketing and loyalty programs. And it provides control over the customer experience. And this is all at a time when

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diners are more conscious of wanting to provide direct support to local businesses.

Contactless technology

Contactless technology is going mainstream. It's guaranteed to be here even after the pandemic is over. Digital menus, touchless payment and digital receipts all help in reducing paper waste, save on costs as well as limit human contact.

It's estimated that contactless payments will triple from \$2 trillion to \$6 trillion worldwide by 2024.

Cashless payment systems speed up the process for closing out tabs, simplifies the accounting process, is more convenient for the diner and more hygienic for all.

In this 'no-touch' era, scanning QR codes with smartphones on posters, tables, coasters or doors allows customers to access online menus and even order and pay from that source – all without direct contact. QR codes have grown again in popularity and cost next to nothing to implement. QR code technology is a must in 2021.

Self-ordering systems have been growing in popularity but have typically only been thought of for the fast food world. Some European businesses have been successfully using self-ordering systems for their table service restaurants. Contactless ordering inside your dining room puts control of ordering in the hands of the customer and typically results in a higher check average. And while this may seem at odds with our industry offering a high touch hospitality experience, it can be highly successful in certain business types by allowing diners to order when they're ready and to easily customize their items. This also reduces stress on staff and allows them to focus on other tasks that help enhance your overall operation.

Online table reservation system

Booking a table via a phone call is becoming a thing of the past as online table reservation technology takes on a new importance. Providers like OpenTable give customers the freedom to see

available slots and make their reservation on their schedule, 24/7. In turn, by using technology-enabled reservation systems, restaurants can manage seating, waitlists, customer loyalty and dining preferences as well as collect vital client data—whether for contact tracing or market insight.

Some online reservation systems also offer an “experience” option that helps consumers learn about and book unique events like outdoor yurts, fixed-price tasting menus, beer dinners, etc... get creative!

Digital kitchen 'boards' is a priority

Facing a serious labor crunch, restaurateurs need to look everywhere they can to be more efficient with labor and deliver the best customer experience possible.

Paper & pen orders and smudged order tickets back of house can be a thing of the past. Kitchen Display Systems (KDS) is an ordering and information system display in the kitchen that is connected to the front of house team.

Directly linked to the restaurant's point of sale system, the screen displays orders automatically according to priority and flagging any special dietary requests. Benefits of this include tracking meal delivery times, monitoring inventory to signal when a product is out of stock, better communication, accuracy, clearer workflows and kitchen productivity reporting.

The system can also send notifications directly to your guests or your server's device when orders are ready.

The recovery ahead

Restaurant operators have always been incredibly resilient people. As the industry enters the recovery phase of this pandemic, it's critical to consider how you can run your business with less staff, how you can meet the expectations of consumers and how technology can deliver the most benefit for your business. An efficient tech-driven restaurant that is in touch with the community is the future of the restaurant industry.





10 Social Media Ideas for Restaurants

by Taylor Moret
Society Insurance Marketing Specialist



Social media is important for your restaurant but posting fresh content on a consistent basis can be challenging. Here are some ideas:

1. Invite a food blogger or “food-tographer” to your restaurant.

Yes, there is such a thing as a “food-tographer.” Ask if you can comp their meal in exchange for them taking photos of your restaurant and some of your best menu items.

2. Share the story behind your restaurant.

What is your restaurant best known for? Take a moment to think about that question. As simple or as elaborate as the story may be, social media users love human interest stories. Include some history and a look behind the scenes.

3. Post upcoming events to Facebook.

Many people use the events feature of Facebook to make their night and weekend plans so make sure to utilize this function for your business as well.

Small details. Big difference.SM

4. Highlight special holidays.

Many restaurants offer specials to select customers on national holidays, but have you thought of offering special promotions on lesser-known holidays? Silly observances and food and beverage holidays can be fun marketing opportunities. Do a simple web search and think creatively!

5. Ask for help for your menu specials.

Make it into a fun contest! This could be as simple as “What would you like to see on our menu?” Choose your favorite option or make a random choice. Winner gets a coupon for that entrée once it hits the menu.

6. Share your positive reviews.

Share your positive reviews and ask for more from satisfied customers! As a restaurant, you likely have many reviews on Google and Yelp. Create graphics to feature these comments.

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8. Create videos.

Facebook, Twitter and Instagram all have the capability to produce live videos. If you're hesitant to create these yourself, ask a social media-savvy employee you trust if they would be interested in creating one. Highlight daily or weekly specials, beers on tap, events and entertainment.

9. FAQs.

What are some common questions you get at your restaurant? What are your hours? What sides do you offer? Is there a kids' menu? Methods of payment? Share the questions and answers on social!

10. Share special occasions and milestones.

Are you celebrating a years-in-business milestone? Have you reached a noteworthy number of social media followers? Have you been recognized by a prominent organization or individual?

Social media is a success because of the first word: social. Consumers like seeing the face behind the brand, so toot your horn occasionally. Highlight something as big as an award or as small as your favorite part of your restaurant.

Failing to Plan is Planning to Fail

Coming up with new post ideas is only half the battle when it comes to a good social media strategy. To stay organized, create a content calendar. As Brian Tracy once said: "One minute of planning saves 10 minutes of execution."

Looking for more? Check out our blog for additional social media ideas and other restaurant-related topics!

With Society Insurance, you get coverages tailored to your unique operation and a partner truly committed to the success of your business. That makes all the difference. Contact your local Society agent.

Taylor Moret, Society Insurance Marketing Specialist

Taylor grew up in Prairie du Chien, WI and graduated from the University of Wisconsin-Oshkosh. She oversees restaurant week programs and actively manages sponsorships in over half of Society's metro markets. She also curates creative content and manages all social media platforms. Taylor is also involved in Society's Relay for Life and United Way committees.

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We appreciate the great review, John! Thanks for sharing your thoughts with us and stop in again soon!



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Susie Patterson of AI & AI's Stein House in Sheboygan is the 2019 Restaurateur of the Year. Join us in wishing Susie a big congratulations!

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Today's cut corner can easily turn into tomorrow's missing piece. That's why it's so important to invest in staying protected against the unique risks that restaurants and bars face. With forty years of experience in specialized coverage, we're prepared to handle those challenges so that you can focus on what's next. To learn more about how we deliver the small details that make a big difference, call 1-888-5-SOCIETY or find one of our agents at [societyinsurance.com](https://www.societyinsurance.com).



Kitchen Production Automation

Do you currently have kitchen staff yelling out orders, paper tickets everywhere, swimming in inefficiency to produce accurate orders on time? Are orders coming in from all different sources with no way to keep up? Are you spending your time handling upset customers who did not get the correct order on time?

Datacom has a team of experienced professionals that are dedicated to finding solutions to help. By eliminating paper and automating your cook stations, NCR Aloha Essentials Cloud POS can be used to streamline your kitchen. Aloha's takeout management and kitchen advanced solutions allow you to be in control of your order capacity management and kitchen production. Your customers will have a consistent experience, getting their food exactly how and when they want it.

No matter whether your orders come from drive thru, dine-in, kiosk, phone, online, or a third-party delivery service, NCR Aloha Kitchen can ensure that orders are received and leave the kitchen on time and accurately. With a single simple to use interface, you can track drive time and tips, manage catering with the ability to charge tax based on destination, and capture driver fees for delivery zone charges. Using built-in algorithms to automatically adjust promise time, you can maximize production and allow your staff to meet demand. Customization and workflow triggers allow you to time out individual items and the entire order so that all food comes out at the same time.

Third party order aggregation can be setup to inject orders directly into the POS for common online delivery platforms. No more tablets to accept orders, having to re-enter into the POS when received. Reduce mistakes, and time orders so that food is prepared accurately and efficiently.

Use 4G mobile payment devices to take contactless payment anywhere and have it all report back to the POS. Use mobile payment to allow guests contact free payment options. Manage your credit card batch in a single location, regardless of where the payment comes from.

Talk with our experienced team to help you find solutions for your kitchen operations.



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A Recipe for Five Star Efficiency.



POS, Payroll and Time all working in harmony.

It takes a tight-knit team to run a successful restaurant. Shouldn't business solutions work the same way? Time for Heartland Restaurants combines the forces of Heartland Time, Payroll and Restaurant to simplify your operations. With all your data in the cloud, you and your employees can be connected from anywhere.

Benefits:

- Lower administrative costs while also minimizing the risk of human error
- Scale up your business operations with one reliable partner
- Reliable customer service based in the U.S.
- Employees can use the Heartland Time mobile app to view their schedules, time clock punches, PTO balance and more

Schedule with confidence

Shifts can be set up from anywhere and employees can view or respond from a free mobile app on their phone. No more relying on sticky notes to stay aware of PTO or shift swaps.

Track the dollars and cents

Cash and credit card tips entered in Heartland Restaurant are automatically captured in Heartland Time. You save time when submitting payroll, and employees get visibility into their earnings using the mobile app.

Punch data all in one place

Shift data stays in sync between Heartland Restaurant and Heartland Time, so you save valuable time managing punch data from both systems in one convenient place.

Compliance without complication

With the transfer of employee data updates from Payroll, Heartland Time can handle the compliance details (like automatically accruing time for employees in states with mandated sick leave programs).

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