

[View this email in your browser](#)



May 14, 2024

In this issue:

- [Dove Chocolate Employs AI to Help Moms Returning to Work](#)
- [Tech-Ready: Preparing Your Hospitality Team for Tomorrow's Training Tools](#)
- [Why Employees Need to Fine-Tune Their Collaboration, Productivity Tech Stacks](#)
- [What Restaurants Are Doing About Employee Burnout](#)
- [Customer Experience Done Right: Success Stories From the Restaurant Industry](#)

Dove Chocolate Employs AI to Help Moms Returning to Work



Mars' Dove chocolate brand launched a Mother's Day campaign promising to make things a little easier for moms looking to return to the workforce following a "Mommy gap" taking time off to focus on raising children.

The "Mom Experience Translator" AI tool promises to translate "mom skills to job skills," as part of a broader brand focus on celebrating the "promise of moms."

Dove shared details about using the tool on its website and social channels in time for

Mother's Day. Interested moms can submit open job descriptions and select from a pre-populated list of skills, accomplishments, and expertise areas related to parenting. In turn,

the tool will translate these submissions into the types of job skills recruiters and hiring managers are seeking.

This is pretty cool AI. Go Moms!

Source: Erik Oster, MediaPost

[Read Full Story](#)

Tech-Ready: Preparing Your Hospitality Team for Tomorrow's Training Tools

In their recent training article, [Hospitality Training Trends Imagine the Future](#), CHART President Damian Hanft and Board Member Kelly McGutcheon leveraged data from the 2024 Hospitality Training 360 Report to paint a vivid picture of potential technological advancements in hotel and restaurant training – transforming what were once futuristic ideas into imminent realities.



Despite a current preference for traditional training methods, the data unmistakably points towards a rising tide of tech integration featuring artificial intelligence (AI), virtual reality (VR), and gamification, and this wave will pick up even more speed as the costs to build such systems become lower due to economies of scale, and when additional case studies are published demonstrating the efficacy and ROI in a hospitality context.

As these innovative applications evolve from avant-garde concepts to staples of daily training regimes, hospitality trainers should be proactively preparing for this transformation; waiting passively, crossing your fingers, and hoping everything works out is not a wise option. Instead, you need to lay the groundwork now by taking decisive steps to ensure your team is ready to welcome these technologies and avoid being caught off-guard or left behind once they gain mainstream acceptance.

Source: Patrick Yearout, CHART.org

[Read Full Story](#)

Why Employees Need to Fine-Tune Their Collaboration, Productivity Tech Stacks



How we collaborate at work has gone through numerous iterations.

Before 2020, asynchronous work was rare. Most people hadn't even heard the term at that point. Today, it's become a daily habit for most desk-based workers, whether they're in the office or not.

In a nutshell, synchronous means when people work together in "real-time" versus

asynchronous, which means working independently but coordinating over time. But with hybrid models now embedded, and workforces more dispersed than ever, companies are looking hard at what blend leads to the most effective collaboration and higher productivity. And that all comes down to using the right mix of workplace technology.

Asan's Work Innovation Lab has studied work patterns from 2020 to the present, revealing shifts between these different methods of working. "We wanted to better understand synchronicity and asynchronicity, and we were hearing from our customers in terms of wanting best practices and how they should think about this," said Dr. Rebecca Hinds, head of The Work Innovation Lab. "How do they start to think about creating a work culture and work environment that is conducive to asynchronous work?"

Does this come into play for your staff?

Source: Cloey Callahan, WorkLife

[Read Full Story](#)

What Restaurants Are Doing About Employee Burnout

One glance at Google's "People also ask" section will reveal some of the greatest challenges in the restaurant industry. Here are just a few of the enlightening questions the public is asking:

- Is working in a restaurant bad for mental health?



- How stressful is the restaurant industry?
- What are the long-term effects of working in a restaurant?
- How do you stay healthy working in a restaurant?

How would you answer those questions? BBADegree.org recently reviewed the Glassdoor reviews of over 500 of the largest companies in the US. Their findings? Employees in the food service and restaurant industry complain the most about burnout. Their top complaints were long hours, stress, and bad management.

Read more about burnout and how it may impact your staff!

Source: Marisa Upson, Emerging

[Read Full Story](#)

Customer Experience Done Right: Success Stories From the Restaurant Industry



Knowing what your customers expect can be challenging in these times, especially with the advent of food trends like vegan cuisine and sustainable dining.

If you're thinking about improving your customer dining experience or maintaining the same level of satisfaction, you've stumbled upon the right article!

In this article, you'll be able to discover what it takes to provide an excellent customer experience at your restaurant.

While good customer service may seem obvious, there might be some things that you haven't thought of - or at least are good reminders. Check out the complete article and share with staff!

Source: Nairi Bodroumian, orders.com/blog

[Read Full Story](#)

Your INDUSTRY. Your COMMUNITY. Your ASSOCIATION.

Have a question for the Wisconsin Restaurant Association team?
Not a WRA member and interested in learning more?

[Ask WRA](#)

[More Info](#)

[Join Us](#)



This is a communication from
The Wisconsin Restaurant Association
2801 Fish Hatchery Rd.
Madison, WI 53713
wirerestaurant.org

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).