

What Foodservice Establishments Can Learn from Young Employees

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Y-Pulse, a youth marketing and millennial research firm offering insight into the millennial generation, recently conducted a national survey to determine **how young employees' foodservice experiences impact their behavior as customers**. The 2018 Foodservice Employee Customer Experience Study surveyed more than 1,400 adults between the ages 18-34 who have worked in various types foodservice operations to provide insight on how employee perspectives about their workplace shape their opinions and actions after hours when they become the customer.

"Young consumers between the ages of 18-34 are vital to the foodservice workforce and they are also among the most influential foodservice customers in today's marketplace," says **Sharon Olson, Executive Director of Y-Pulse**. "Investing in today's workers can build a strong operations team at work and set the stage for future brand loyalty because work experience plays a key role in shaping preferences and behaviors when foodservice employees dine out."

The "Foodie" Employee

Foodservice employees consider themselves as **influencers or experts** when it comes to quality dining out, especially when it comes to their family and friends.

76% of those surveyed responded that they are considered **"foodies"** by their personal circles. Employers can use this interest in food to gain consumer input in their own establishments.

Great Management Makes a Difference

Foodservice employees are in tune to how other establishments treat their staff when they are dining out. The study found that **89%** of foodservice employees believe **great management makes a difference** when they dine out.

Perception of how management treats employees can affect customer loyalty, thus it makes sense to improve management styles through training and guidelines in order to have a positive impact on staff and customer perception.

More Experience Encourages a Long-Term Career

Younger employees may only view foodservice jobs as part-time gigs while they finish school or pursue other long-term career options. But, with more experience in the job comes an increased interest in foodservice as a long-term career.

47% of employees who had worked in foodservice for 5-9 years agreed with this statement. By introducing **benefits, incentives, and increased training after several years**, employers can better encourage employees to stick around in the long term.

Ethical Matters

Ethical-based dining has risen mightily in recent years, and that is no different for foodservice employees as consumers. **80%** of those surveyed said they are willing to pay more for ethically-produced meals.

Well-Informed Employees Can Create Brand Loyalty

From where is your establishment sourcing its ingredients? Employees are interested in this question, which is why it can be a good idea to provide them with that information.

According to **Y-Pulse**, "Better informed foodservice employees make better advocates for their companies and help provide ingredient transparency that today's consumers so very much desire."