

Hospitality Businesses Turn To Tech To Tackle Staffing Challenges

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New research by [Lolly](#) shows that technology is playing an increasingly vital role in keeping teams running smoothly. The study found that almost half (47 per cent) of respondents said technology has made staffing management somewhat easier. A further 25 per cent said it has made it much easier, highlighting the industry's growing reliance on digital solutions to manage staff rotas, payroll and workforce communication.

Peter Moore, CEO at Lolly, said: "Labour remains one of the biggest challenges in hospitality, as providers continue to navigate staff shortages and rising costs. The encouraging takeaway from this research is that operators aren't standing still – they're embracing practical tech tools to help teams work more efficiently.

"The findings underline a growing trend towards digital workforce management. Our own client partnerships reflect this trend, with operators using integrated platforms to simplify everything from shift management to customer service delivery. Whether through self-serve kiosks, smart kitchen displays, or automation like the Lolly Nova robot waiters, these tools are freeing up staff to focus on high-value, guest-facing tasks. At the end of the day it is about creating a better experience for both staff and customers."

Lolly client, Andrea Tafuri, General Manager at UCL Marshgate Café (Gather & Gather), has been at the forefront of adopting the latest technology for hospitality having had a Lolly Nova robot since 2024. Discussing the impact he said: "The introduction of robot waiters has been a game-changer for our operations. We are proud to be at the forefront of adopting innovative technology to enhance our services."

Peter Moore added: "The survey findings highlight how technology is becoming an essential support tool for hospitality operators as they respond to ongoing staffing pressures. As digital solutions continue to



evolve, many businesses are increasingly focused on striking the right balance between operational efficiency and delivering high-quality, people-led service.

“As AI increasingly underpins innovation, we will work closely with our clients to apply it with purpose – keeping sustainability front of mind and embedding AI only where it delivers genuine impact.”