

MARKETS · Published January 7, 2022 11:06am EST

Automation the 'only answer' to labor shortage problem, CEO says

Restaurants use self-order kiosks to get the job done amid worker shortage

By Kristen Altus | FOXBusiness |



As a [record number](#) of Americans are quitting their jobs, the [restaurant](#) industry is turning to [technology](#) to keep their doors open.



The worker shortage answer is automation: GRUBBRR CEO

GRUBBRR CEO Sam Zietz says his software company uses robots and kiosk technology as a solution to the restaurant industry's labor shortage.

As a [record number](#) of Americans are quitting their jobs, the [restaurant](#) industry is turning to [technology](#) to keep their doors open.



"The only answer is automation," GRUBBRR CEO Sam Zietz said on ["Mornings with Maria"](#) Friday. "It solves the labor problem."

The software company is working to implement its self-order kiosks at nationwide chains such as Del Taco, Bento and The Chicken Shack with hopes to help curb the [worker](#) shortage.

"Between the Great Resignation, [COVID](#) and the \$15 an hour increase in the minimum wage, all these things have exacerbated what's happened to businesses," Zietz told FOX Business' [Dagen McDowell](#).

[SERVERS 'MAKING MORE, WORKING LESS' WITH ROBOT WAITERS, RESTAURANT CEO SAYS](#)

Zietz pointed out that robots and technology in restaurants have made the cashier position extinct.

"These jobs are gone forever. We believe the cashier is obsolete," he said. "Kiosks always show up. They're not sick. They don't get COVID. They work 24 hours a day, seven days a week. They're always upselling."

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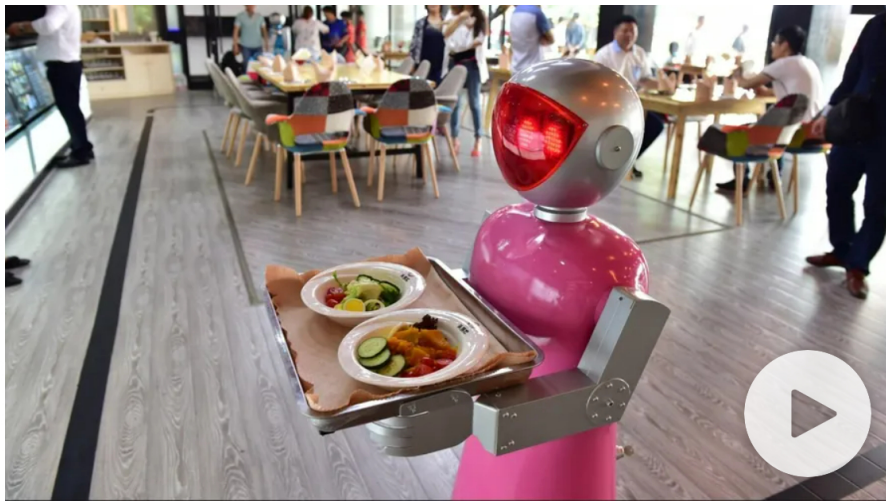
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Robot waiters are helping servers make more tips: Restaurant owner

Sergio's Restaurant president and CEO Carlos Gazitua explains how robot waiters help to serve more tables while making human employees more tips.

When asked whether retiring Baby Boomers contribute to the recent struggle of building back a workforce, Zietz countered that young people's [willingness to job hop](#) is more impactful.

"What's really happened is these workers have gone and discovered the gig economy," the CEO noted.

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Zietz said the hospitality industry is discovering the "hidden benefit" of automation.



Companies use kiosk technology, robots to battle labor shortage

GRUBBRR CEO Sam Zietz discusses how restaurants are working to stay open amid employees quitting at record levels.

"We're increasing the revenue because people buy more, significantly more, at the kiosk than they do with cash."

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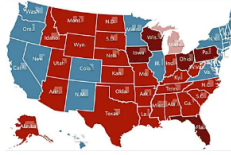
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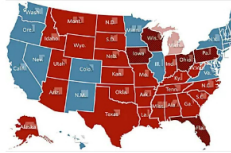
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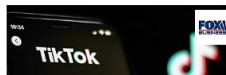
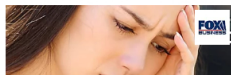
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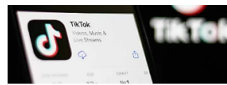
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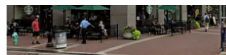




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curious_oldman66

7 January, 2022

Labor can price itself out of the market, if there is no profit there is no job, simple economics. I have my price points where I will just not buy at. I will look for a sale if there is one or do without. Again simple economics in action.

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cybasmith

7 January, 2022

This was the same problem with the agriculture industry at the turn of the 19th century which forced the advent of combines and other tools. Those without education who used to depend on manual labor were left out. The same situation will impact workers today!

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usaproud1962

7 January, 2022

When asked whether retiring Baby Boomers contribute to the recent struggle of building back a workforce, Zietz countered that young people's willingness to job hop is more impactful.

This has always been the case. The difference is that the Baby Boomer generation and the generations before them were...[See more](#)

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earlwb

7 January, 2022

Many of us saw this happening. No surprise. Automation is undergoing a huge surge at present. The big companies have been working on ways to automate jobs that couldn't be done just a few years ago. McDonalds is testing automated AI drive in order takers. Walmart went almost all the way to self che...[See more](#)

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drillbabydrill

8 January, 2022

unions will strike because restaurants and manufacturing facilities having too many robots but once those jobs are gone, thanks in part to unions, progressive policies and heavy handed regulation, they will be gone forever. The businesses will not have to deal with personnel problems, turnover, ...[See more](#)

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selfishly

7 January, 2022

Defund welfare.

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rayrock402

7 January, 2022

What else is new, Automation has been a part of the economy for over 100 years.

At one time half the nation worked in agriculture, machines took over and the affected workers found new careers. A generation ago many worked as typists and telephone operators, technology took over and the affected wo...[See more](#)

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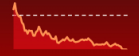
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10,321.39

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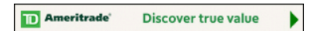
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Automation is the answer for the small to mid-size business to survive! let's face it there is a lot of jobs that are not worth the hourly rate! here's a true story at our local AutoZone I spent exactly \$11. on an item. Gave the clerk a \$20. bill and a \$1. bill, the young man entered it into the re...[See more](#)

 rayrock402

Similar happened to me at Walmart. I gave the cashier \$40.00 and she inadvertently entered \$400.00. She then had to get a manager, and the manager had to go get a calculator to figure out how much change to give back.

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7 January, 2022

AHEM... "learn to code" says Joey Obiden. These people will be coding your Payroll/ Personnel

