



10 steps to reduce costs

the checklist for Ops Managers

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How to stay profitable through April's rising costs

Hospitality operators are used to things getting tough.

But come April 2025, things will get even harder. A rise in both the Living Wage and Minimum Wage, an increase in employer National Insurance contribution, and a reduction in rates relief will fundamentally change the way hospitality operates.

In a [joint survey by UKHospitality](#) and other leading trade associations, 70% of hospitality businesses claimed they are planning to reduce employment levels as a direct result of the April changes. 60% will cancel planned investment, and 15% believe they will have to close at least one site.



It's a shocking view of just how hard it is for a hospitality business to stay profitable right now.

But as we said, operators are used to battling uphill.

Now is the time to be laser-focused on mitigating the impact of these increases, and identify where you can boost profitability and reduce unnecessary costs.

In this guide, you'll find 10 practical and actionable steps that will help cushion the blow. You don't necessarily need to do everything - but if you can target your efforts on three or four areas, you're more likely to achieve success.

The next few months will be tough, but if you can make just some of the changes outlined in this guide, you'll have a clearer, data-led route to keeping your hospitality business resilient - and even profitable - through the storm.



Workforce efficiency

1. Reduce labour costs with digital ordering

Labour is one of the biggest costs for hospitality. With National Insurance and minimum wage increasing, payroll costs will increase by 12%-14%.

But it's also a great starting point when it comes to making savings.

Introducing digital order channels like Self-order Kiosks, Pay at Table and Click & Collect can significantly decrease labour from day one. Automating order-taking in this way will transform your labour model, decreasing front-of-house costs whilst actively boosting AOV. Alternatively you can choose to move front-of-house staff to the kitchen, helping to take and fulfill more orders as your business grows.



HOP Vietnamese's digital transformation



HOP Vietnamese fully automated order taking with Vita Mojo's self-order kiosks and Click & Collect, streamlining its labour model and saving the business a massive 35% in labour costs.



Vita Mojo's innovative technology enabled us to reimagine HOP with lower running costs and higher ATV. This is the restaurant model of the future.

Paul Hopper, Founder, HOP



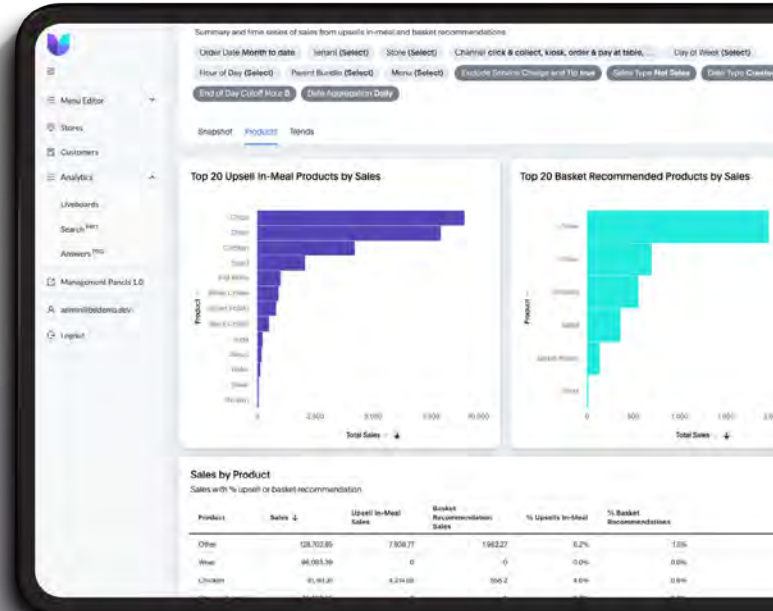
2.

Optimise scheduling with real-time data

Customer confidence can be unpredictable, continuously impacted by inflation and the news cycle. This makes it harder to know where and when they'll spend money at your business.

With labour costing you so much, it's essential that you're running the most efficient team throughout all your locations. But with customer confidence so up and down, you can easily fall into the trap of overstaffing or understaffing your locations at certain times.

Thankfully, data can stop you relying on guesswork. Strengthen your scheduling by continuously analysing your sales and demand data. Look to identify patterns. Where are sales figures particularly low or wait times unusually high? These suggest periods when you can reduce staff or send more support.



I think if you're not looking at the data, and you're making decisions without backing them up with any data, you're just shooting in the dark.

So I think making decisions driven by data is the most important thing that you need to do in a business. Otherwise, how do you know that you're making the right decision?

**BUBBLE
Ci·TEA**

Mateusz Kapciak,
Head of Operations and Business Development at Bubble CiTea



Waste and inventory management

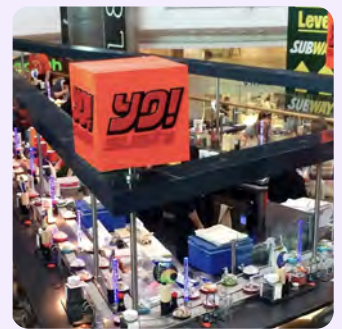
3. Reduce food waste with smart ordering

UK restaurants produce nearly 200,000 tonnes of food waste every year, costing the sector around £682 million.

It's a huge expense, but it's also one that's relatively easy to slash with a bit of help from AI.

With the progression of AI-based forecasting platforms like Supy, you no longer need to rely on gut feeling to predict your inventory usage. Instead, a powerful inventory manager will forecast what you need days in advance.

Considering variables such as the weather, school holidays, and sports events, this clever use of AI helps you run stock management much more efficiently, keeping your operation consistently profitable, whatever's round the corner.



YO!'s new sales data visibility

Combining AI forecasting with accurate and measurable sales data will give you a powerful, 360° view of your entire inventory journey. After 22 years of not knowing what dishes actually sold, partnering with Vita Mojo has given YO! basket-level data for 95% of all transactions. This allows the business to reduce waste, by having oversight on exactly what is selling, where, and when.



4. Optimise supplier management

The larger your hospitality operation becomes, the more suppliers you'll work with.

This can create a bottleneck of admin, requiring hours of manual work, and stopping you from spending your time on more value-add tasks for your business.

Moving supplier management to a digital system gives you back hours of your time. Processes like invoice management, goods procurement and order tracking can be fully automated, reducing costly human error.

Plus, consolidating all your suppliers in one platform can help simplify price comparison, giving you the visibility required to negotiate better rates across your operation. Less admin, cheaper procurement: it's a win-win.



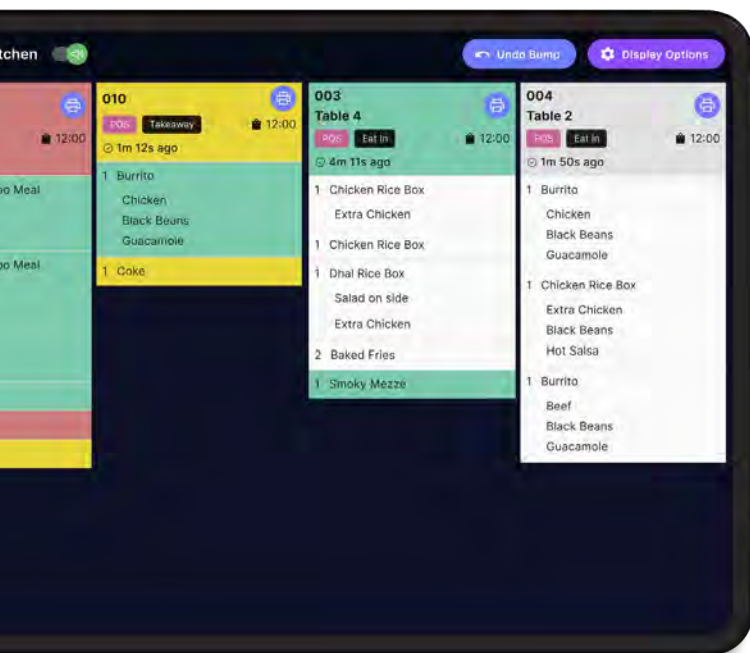


Energy and utility savings

5. Reduce kitchen downtime

In the fast-paced world of hospitality, any downtime will significantly disrupt operations. It can often result in delayed service, lost sales and unhappy customers - the last thing an operator needs.

Whilst no magic solution can prevent anything ever going wrong, you must do everything you can to track, deal with, and reduce this downtime.



Your Kitchen Management System should enable real-time tracking of fulfilment time, which can flag increases that could indicate an equipment problem. Similarly, real-time sales data can highlight sites that might be underperforming at a given time, which may indicate that something has gone wrong.

Maintenance management software can make it easier to stop downtime before it happens, track equipment usage, and automate maintenance schedules. This ensures routine checks and repairs are done on time, reducing unexpected downtime.



6. Lower energy costs with data

High energy costs have been a thorn in the side of hospitality operators for many years now, and it's not a cost that's likely to go down any time soon.

If you find you're paying for energy with a fixed rate higher than what's available outside of this tariff, you might want to contact your supplier to reconsider the terms of your agreement. Trade association UKHospitality encourages this after Ofcom found failings in the energy market, related specifically to hospitality.



You can also look at your kitchen workflow and sales data, and use this to time high-energy kitchen tasks based on smart scheduling. Use this data to make impactful changes, for example preheating ovens only when needed, or shutting down equipment during breaks.

And timing tasks that take up a lot of energy - like deep frying, grilling, and dishwashing - outside of peak times can help you run a more efficient kitchen that uses up less energy.

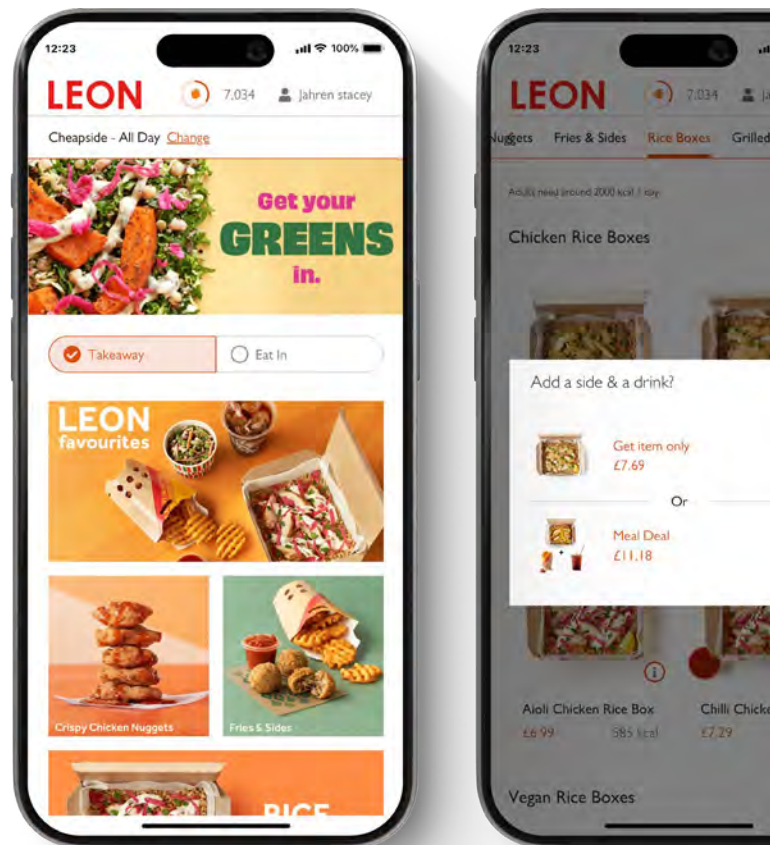


Boosting ATV and customer experience

7. Increase average order value with smart upselling

There's one member of your team who could probably be working harder to bring in more profit: your digital menus.

Introducing digital order channels like Self-order Kiosks and Click & Collect means you can employ a variety of effective upselling techniques that increase basket value. Your digital menu will upsell more effectively than a human ever could. Why? Because it never forgets to recommend extras, even at peak times.



Smart menu techniques like basket recommendations, meal deals, and other, AI-driven add-ons encourage your customers to spend more, without disrupting their order journey. And you can use menu analysis to ensure your most profitable items are being pushed at the right time, maximising the potential revenue of every transaction.





8. Speed up service with digital integration

Nothing will lose you customers faster than a queue out the door at peak time. And if that customer decides to brave the long wait and ends up with an inaccurate order, they'll probably never return.

You can't risk losing out on this potential revenue, so you need to focus on both speeding up fulfilment and increasing order accuracy.

Integrating your entire fulfilment process into a single system removes inefficiencies that come with an operation dependent on separate point solutions.

All orders - whether instore or from delivery partners - come through the same KMS, equipping your kitchen with the confidence to fulfill orders faster, more efficiently, and accurately every time.

And with all your digital order channels in the same system, menu updates can be done faster and with much more accuracy, giving you and your team more time to deliver the perfect customer experience.



We took on Vita Mojo's POS, Click and Collect and most recently the delivery aggregator hub, which has been absolutely revolutionary. Now everything comes through the POS system onto our KDS screens in the kitchen. It's easily cut 10 hours of staff labour, and increased average ticket price by 30%. So I'm a convert now.



Paul Baron
Founder, I am Doner



Streamline marketing costs

9. Reduce marketing spend

Spending money on retaining your loyal customers is a great investment in consistent revenue, but without a data-led marketing strategy, high acquisition costs can be an investment that might be getting no return.

Integrating CRM solutions such as Iterable or Impact Data into Vita Mojo's Loyalty program will ensure all your data is working together to drive your most valuable customers back to your business. This can help to ensure you're not overspending marketing budget on the wrong customers, and instead will deliver a strategy that keeps high-spending customers coming back, time after time.

The Gail's Bakery x Vita Mojo loyalty scheme

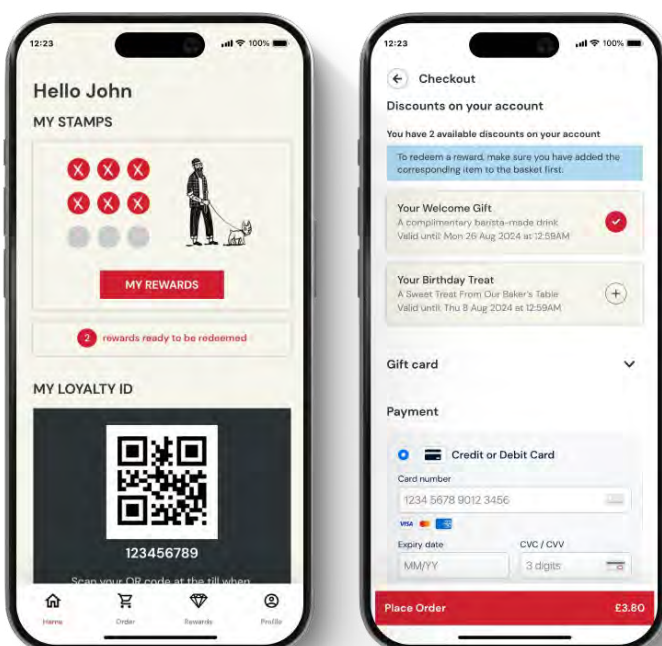
A data-led marketing strategy will allow your brand to deliver a win-win: powerful, engaging marketing that delights loyal customers, and keeps acquisition costs lower for your business.

GAIL's



Our stamp cards were paper, because we thought it was cute, real and honest. So when we moved to an app, we kept the same mindset. Now we can see data, we definitely now know a lot more about our loyal customers. Nearly a third of our customers are using it, which is one of the highest engagements across the industry.

Marta Pogorzewska
Managing Director of GAIL's Bakery





10. Track and cut underperforming discounts

Another high marketing cost that may sneak under the radar is underperforming discounts.

Offers are a powerful way to get new customers through the door, keep them engaged, and reward repeat visitors. But without tracking the data around their performance, they can quickly eat into your margins without delivering that expected ROI.

This is why real-time, 360° sales data is so important. Use it to monitor the effectiveness of these promotions as they happen. Analysing metrics like customer engagement, order volume, and profit will help identify which offers are performing well and which are actually costing you.



Vita Mojo Analytics gives automated insights into your business performance.

The performance metrics are so varied in content; you can report on anything, at any frequency. It's minimal input, and it's data based on what industry experts feel provides the best context for restaurants. Why wouldn't you want it?

Craig Harris
Key Projects & Business
Integration Manager, Deep Blue





Quick-reference checklist

1. Reduce labour costs with digital ordering



2. Optimise scheduling with real-time data



3. Reduce food waste with smart ordering



4. Optimise supplier management



5. Reduce kitchen downtime



6. Lower energy costs with data



7. Increase average order value with smart upselling



8. Speed up service with digital integration



9. Reduce marketing spend



10. Track and cut underperforming discounts





April cost increases: you're not alone

A partnership with Vita Mojo will help you weather the storm of rising costs and maintain a profitable operation well into the future, whatever comes next.

 <p>Increase ATV by up to 49.5%</p> 	 <p>Save up to 35% in labour costs</p> 	 <p>Get a 360° view of your data</p> 
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HONEST
BURGERS

“We feel valued as a customer. We genuinely feel the love and the interest in making sure that Honest Burgers is successful and making the most of the technology. Having that relationship with the entire Vita Mojo team just makes everything easier.”

Tommy Giroux, Head of Systems, Honest Burgers

Find out more about
**how Vita Mojo can
strengthen your operation**

[Book a chat](#) 