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# Shifty is poised to be a game-changer for service industry

## *New app helps restaurants train, retain staff*

**May XX, 2023 (Birmingham, Mich.)** – As a restaurateur and veteran of the service industry for more than 35 years, Beth Hussey is a proponent of using technology to streamline her businesses. But she never found a platform that could help restaurant owners like herself train their employees effectively.

So, in April 2020, she developed one. Hussey transformed her own proven system of training and retaining employees into an innovative mobile training software application called Shifty.

Poised to disrupt the restaurant industry, [Shifty](#) offers human-centered training, scheduling and communication capabilities designed to empower service teams as a whole. Hussey and her team are set to introduce Shifty to a new audience from May 20-23, 2023 during the [Restaurant Industry Association Show](#) at McCormick Place in Chicago.

"We are about to launch our fully functioning, robust scheduling platform at the Restaurant Industry Association Show," Hussey announced. "It uses AI-functionality to manage data sets.

Shifty works throughout the service industry and can be as beneficial for quick-service concepts as it is full-service restaurants. Whether the business is independently owned or corporate, with a single location or many locations, Shifty is customizable to suit those needs. Though it began as a tool to assist in training servers and bartenders, beta testing has shown that Shifty offers an efficient way to train in all departments, including kitchen staff.

"Shifty takes new employees through their training journey and is as much a tool for the trainer as it is for the trainee," said Hussey. "Our ultimate purpose is to increase employee retention by providing great training and employee engagement. If Shifty can reduce turnover by even one employee in a year, the platform more than pays for itself."

The app features flashcard functionality and testing. A menu module shows every detail of information about a menu, including sub items and core products. Shifty has a dynamic tagging system so it's possible to filter and search for allergens or dietary restrictions with ease. It has a resource library where restaurants can store training and operational documents in any format. And Shifty includes a resource builder to create these documents.

Shifty enhances engagement and communication for a service team. It's possible to send interactive announcements to keep a staff informed. The app can be used to create polls, survey employees and it even provides an anonymous suggestion box.

Kendre Bosse, manager of The Whitney House in Worthington, Ohio said: "This is an invaluable tool – not only for training but for everyday interaction with guests and staff. Shifty has filled the void that was in the market."

If it sounds like Hussey and her team thought of everything, they have. As an owner of [Hazel's](#) seafood restaurant in Birmingham, Mich., she has been able to use and refine the features of Shifty in real time.

"With our ever-changing menu, Shifty makes it so easy to educate the employees with the information they need," said Hussey. "It actually eliminates the need to have a costly staff meeting to train."

At Hazel's, she uses the announcement feature as an alternative to time-consuming pre-shift meetings. Her staff makes use of the suggestion box to give feedback that is used to implement changes.

"Our employees know they are valued, and they stay with us longer than the average restaurant employee," Hussey said.

Where the industry sees turnover after [1 month and 26 days](#), Hazel's found that their employees, on average, stay for more than 2 years.

And restaurant guests notice the benefits of Shifty, too. Because servers have the menu in the palm of their hands, they are ready to respond when guests ask about allergies or dietary restrictions. A quick search provides all the options available.

"It's a real tip-getter," said Hussey.

To date, Hussey and her team – James Nichols, director of product, and Mike Kruk, director of technology - have been focused on creating the best product possible. Plans for the next phase of development will include platform integrations for point-of-sale, payroll and Human Resources services. And now, Hussey is focused on raising awareness of all Shifty has to offer.

Businesses interested in trying Shifty are invited to sign up online and self-onboard using the simplified process at [ShiftyInc.com](#).

## **ABOUT SHIFTY**

Shifty is an innovative mobile training software application poised to disrupt the restaurant industry. It offers human-centered training, scheduling and communication capabilities designed to empower service teams and retain employees. Founded in 2020 by Beth Hussey, a 35-year restaurant industry veteran, Shifty uses a customizable subscription-as-a-service model to enhance the experience at independent or corporate-owned restaurant concepts. Get the app today for [iOS](#) or [Android](#). Visit [ShiftyInc.com](#) to learn more and follow @ShiftyInc on [Facebook](#) and [Instagram](#).

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