

## **Navigating the shift to Digital Tipping: Opportunities and Challenges in Supporting Front-line Service Employees**



Source: Pexels (2024)

### **Background**

Tipping is a traditional way to express gratitude and appreciation for service. It is very important to front-line service workers, especially in North American countries where tips are considered a major source of income. However, as fewer people carry cash due to the wide adoption of cashless payments, tipping has been greatly reduced as has income of front-line workers. In order to retain this essential workforce, many businesses are starting to introduce digital tipping solutions to encourage tipping and support the livelihoods of their employees.

While it is commonly deemed important to reward staff for their hard work, ensuring the right person receives a fair share for their contribution can be difficult. Previously, businesses have explored the potential of digital tipping, which has been met with challenges as customers fear their tips will never reach the person who served them (Hospitalitynet, 2024). However, as technology advances, innovations such as Canary have allowed customers to tip individual staff or specific departments with QR codes strategically placed around a property (Hotel Technology News, 2022). Another example lies in Wyndham Hotels & Resorts in the US where all front-line staff are provided with business cards carrying their distinct 'tip code', which can be handed out to guests upon request (Travel Weekly, 2023). This not only promotes traceability but also a fair distribution of tips. Moreover, a digital tipping platform, Grazyy, has developed a product that facilitates the tipping process and allows workers to access tips they have earned within the same day. This can significantly motivate employees and promote service excellence as they can now check how much they have earned in tips every day.

### **Challenges**

Although digital tipping innovations empower businesses to better support their employees in a changing digital landscape, these investments have also raised other problems. Critics suggest that there is an 'out-of-control' situation with hotel workers in the US holding up the QR codes provided by the company in their hands and verbally engaging guests for tips (Daily Mail, 2025). This aggressive and unprofessional behaviour can create serious discomfort. While it seems that the move to empower employees with their own digital tipping codes has led to

employees feeling entitled to receive tips for their service, it has also created the perception that hotels have shifted the responsibility of compensating their underpaid front-line workers onto the guests.

### **Discussion Questions**

1. What do you think about the trend of digital tipping? How might its development play out in the future?
2. What are the potential benefits and challenges for businesses to introduce digital tipping?
3. How might the perception of shifting compensation responsibility to guests affect the hospitality industry's reputation?
4. What ethical considerations should businesses keep in mind when implementing digital tipping systems?
5. In what ways might digital tipping platforms like Canary and Grazy improve employee motivation and service excellence?
6. What strategies can be employed to prevent aggressive or unprofessional behaviour related to digital tipping requests?

### **References**

Daily Mail. (2025). Disturbing new tipping trend at hotels leaves guests outraged: 'Out of control'. Retrieved from <https://www.dailymail.co.uk/yourmoney/consumer/article-14243869/new-tipping-trend-hotels-desk.html>

Hospitalitynet. (2024). Cash in Hand: Examining the Role Hotel PMS Plays in Digital Tipping and Employee Rewards. Retrieved from <https://www.hospitalitynet.org/opinion/4123439.html>

Hotel Technology News. (2022). Canary Augments Its Guest Management Solution with Digital Tipping Feature to Help Hoteliers Retain Employees. Retrieved from <https://hoteltechnologynews.com/2022/05/canary-augments-its-guest-management-solution-with-digital-tipping-feature-to-help-hoteliers-retain-employees/>

Pexels (2024). Person Holding Credit Card. Retrieved from <https://www.pexels.com/photo/person-holding-credit-card-3907161/>

Travel Weekly. (2023). Hoteliers slowly test digital tipping as travelers increasingly go cashless. Retrieved from <https://www.travelweekly.com/Travel-News/Hotel-News/Hoteliers-slowly-test-digital-tipping>

### **Keywords**

- Digital Tipping
- Tip Distribution
- Employee Rewards
- Income Source
- Customer Experience
- Front-line employees
- Hospitality

## 应对向数字小费的转变：支持一线服务员工的机遇与挑战



Source: Pexels (2024)

### 背景

小费是表达对服务感谢和赞赏的传统方式。对于一线服务工作者来说非常重要，尤其是在北美国家，小费被认为是主要的收入来源。然而，随着无现金支付的广泛普及，越来越少的人携带现金，小费也因此大幅减少，一线员工的收入也随之下降。为了留住这支重要的劳动力队伍，许多企业开始引入数字小费解决方案，以鼓励给小费并支持员工的生计。

尽管普遍认为奖励员工的辛勤工作很重要，但确保合适的人因其贡献获得公平份额可能很困难。此前，企业曾探索数字小费的潜力，但遇到了挑战，因为顾客担心他们的小费永远无法到达为他们服务的人手中（Hospitalitynet, 2024）。然而，随着技术进步，诸如 Canary 这样的创新使顾客能够通过战略性地放置在酒店各处的二维码，向个别员工或特定部门支付小费（Hotel Technology News, 2022）。另一个例子是美国的温德姆酒店及度假村，所有一线员工都配备印有其独特'小费代码'的名片，可根据要求分发给客人（Travel Weekly, 2023）。这不仅提高了可追溯性，也促进了小费的公平分配。此外，一个名为 Grazyy 的数字小费平台开发了一款产品，简化了小费支付流程，并允许员工在当天即可获得他们赚取的小费。这能极大地激励员工并促进卓越服务，因为他们现在可以每天查看自己赚了多少钱。

### 挑战

尽管数字小费创新使企业能够在不断变化的数字环境中更好地支持员工，但这些投资也引发了其他问题。批评者指出，美国酒店员工手持公司提供的二维码，口头向客人索要小费，已出现一种"失控"的状况（Daily Mail, 2025）。这种激进且不专业的行为会让人感到严重不适。虽然赋予员工个人数字小费代码的做法似乎让员工觉得他们理应因服务而获得小费，但也造成了这样一种印象，即酒店将补偿其薪酬偏低的一线员工的责任转嫁给了客人。

## 讨论问题

1. 您如何看待数字小费的趋势？它的未来发展可能会是怎样的？
2. 企业引入数字小费有哪些潜在的益处和挑战？
3. 将薪酬责任转嫁给客人的这种认知可能会如何影响酒店业的声誉？
4. 企业在实施数字小费系统时应考虑哪些伦理因素？
5. 像 Canary 和 Grazzy 这样的数字小费平台可以通过哪些方式来提高员工的积极性和服务质量？
6. 可以采取哪些策略来防止与数字小费请求相关的激进或不专业行为？

## 参考文献

Daily Mail. (2025). Disturbing new tipping trend at hotels leaves guests outraged: 'Out of control'. Retrieved from <https://www.dailymail.co.uk/yourmoney/consumer/article-14243869/new-tipping-trend-hotels-desk.html>

Hospitalitynet. (2024). Cash in Hand: Examining the Role Hotel PMS Plays in Digital Tipping and Employee Rewards. Retrieved from <https://www.hospitalitynet.org/opinion/4123439.html>

Hotel Technology News. (2022). Canary Augments Its Guest Management Solution with Digital Tipping Feature to Help Hoteliers Retain Employees. Retrieved from <https://hoteltechnologynews.com/2022/05/canary-augments-its-guest-management-solution-with-digital-tipping-feature-to-help-hoteliers-retain-employees/>

Pexels (2024). Person Holding Credit Card. Retrieved from <https://www.pexels.com/photo/person-holding-credit-card-3907161/>

Travel Weekly. (2023). Hoteliers slowly test digital tipping as travelers increasingly go cashless. Retrieved from <https://www.travelweekly.com/Travel-News/Hotel-News/Hoteliers-slowly-test-digital-tipping>

## 关键词

- 数字小费
- 小费分配
- 员工奖励
- 收入来源
- 客户体验
- 一线员工
- 酒店业

## 應對向數位小費的轉變：支持一線服務員工的機遇與挑戰



Source: Pexels (2024)

### 背景

小費是表達對服務感謝和讚賞的傳統方式。對於一線服務工作者來說非常重要，尤其是在北美國家，小費被認為是主要的收入來源。然而，隨著無現金支付的廣泛普及，越來越少的人攜帶現金，小費也因此大幅減少，一線員工的收入也隨之下降。為了留住這支重要的勞動力隊伍，許多企業開始引入數位小費解決方案，以鼓勵給小費並支持員工的生計。

儘管普遍認為獎勵員工的辛勤工作很重要，但確保合適的人因其貢獻獲得公平份額可能很困難。此前，企業曾探索數位小費的潛力，但遇到了挑戰，因為顧客擔心他們的小費永遠無法到達為他們服務的人手中（Hospitalitynet, 2024）。然而，隨著技術進步，諸如 Canary 這樣的創新使顧客能夠通過策略性地放置在酒店各處的二維碼，向個別員工或特定部門支付小費（Hotel Technology News, 2022）。另一個例子是美國的溫德姆酒店及度假村，所有一線員工都配備印有其獨特'小費代碼'的名片，可根據要求分發給客人（Travel Weekly, 2023）。這不僅提高了可追溯性，也促進了小費的公平分配。此外，一個名為 Grazy 的數位小費平台開發了一款產品，簡化了小費支付流程，並允許員工在當天即可獲得他們賺取的小費。這能極大地激勵員工並促進卓越服務，因為他們現在可以每天查看自己賺了多少小費。

### 挑戰

儘管數位小費創新使企業能夠在不斷變化的數位環境中更好地支持員工，但這些投資也引發了其他問題。批評者指出，美國酒店員工手持公司提供的二維碼，口頭向客人索要小費，已出現一種「失控」的狀況（Daily Mail, 2025）。這種激進且不專業的行為會讓人感到嚴重不適。雖然賦予員工個人數位小費代碼的做法似乎讓員工覺得他們理應因服務而獲得小費，但也造成了這樣一種印象，即酒店將補償其薪酬偏低的一線員工的責任轉嫁給了客人。

## 討論問題

1. 您如何看待數位小費的趨勢？它的未來發展可能會是怎樣的？
2. 企業引入數位小費有哪些潛在的益處和挑戰？
3. 將薪酬責任轉嫁給客人的這種認知可能會如何影響酒店業的聲譽？
4. 企業在實施數位小費系統時應考慮哪些倫理因素？
5. 像 Canary 和 Grazy 這樣的數位小費平台可以通過哪些方式來提高員工的積極性和服務質量？
6. 可以採取哪些策略來防止與數位小費請求相關的激進或不專業行為？

## 參考文獻

Daily Mail. (2025). Disturbing new tipping trend at hotels leaves guests outraged: 'Out of control'. Retrieved from <https://www.dailymail.co.uk/yourmoney/consumer/article-14243869/new-tipping-trend-hotels-desk.html>

Hospitalitynet. (2024). Cash in Hand: Examining the Role Hotel PMS Plays in Digital Tipping and Employee Rewards. Retrieved from <https://www.hospitalitynet.org/opinion/4123439.html>

Hotel Technology News. (2022). Canary Augments Its Guest Management Solution with Digital Tipping Feature to Help Hoteliers Retain Employees. Retrieved from <https://hoteltechnologynews.com/2022/05/canary-augments-its-guest-management-solution-with-digital-tipping-feature-to-help-hoteliers-retain-employees/>

Pexels (2024). Person Holding Credit Card. Retrieved from <https://www.pexels.com/photo/person-holding-credit-card-3907161/>

Travel Weekly. (2023). Hoteliers slowly test digital tipping as travelers increasingly go cashless. Retrieved from <https://www.travelweekly.com/Travel-News/Hotel-News/Hoteliers-slowly-test-digital-tipping>

## 關鍵詞

- 數位小費
- 小費分配
- 員工獎勵
- 收入來源
- 客戶體驗
- 一線員工
- 酒店業