

CASE STUDY



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OVERVIEW

Reopening With Hospitality

In 2019, Black Restaurant Group, LLC (BRG) utilized MarginEdge to give their team visibility into real-time food costs, in the moment sales data and to streamline back office processes. Soon after, they engaged with GoTab's technology to implement a more flexible guest ordering system to streamline efforts as they navigated the pandemic and reopened with hospitality first.

THE SITUATION

With some BRG restaurants using GoTab, and others continuing on their legacy POS, the accounting team had a new problem. The operators needed fast access to their cross-channel (takeout, dine-in) sales and budget performance, however MarginEdge's restaurant management platform only allowed integration with one POS. As a result, the accounting team needed a full business day to pull together store-level reports. With the extra workload, store managers needed timely information to quickly deliver sales and budget data across all channels and concepts without having to add more staff.

When DC implemented indoor dining restrictions, BRG needed more flexible and consumer-friendly ordering features than were available in their legacy POS system so they engaged GoTab to run the curbside pickup/takeout channels.

COMPANY

Black Restaurant Group

INDUSTRY

Restaurant

Dine-In, Takeout, Curbside Pickup

FEATURES

Contactless Ordering & Payment
Open, Share & Split Tabs – Between
Guests and Servers
GoTab KDS & Printer Integration
Cloud Deployment
No Long-Term Contract or Monthly Fees
No App Download Required
Two-Way Text with Guests
MarginEdge Integration

BLACK RESTAURANT GROUP

THE SOLUTION

Streamlined Operations and Putting Hospitality First

Black Restaurant Group, LLC (BRG) is a regional hospitality group based in Bethesda, MD. From its Michelin Bib Gourmand recognized Pearl Dive Oyster Palace, to its BlackSalt Fish Market and Restaurant.

When DC implemented indoor dining restrictions, BRG needed more flexible and consumer-friendly ordering features than were available in their legacy POS system. They engaged GoTab to run the curbside pickup/takeout channels and as the District gradually lifted restrictions, some locations began using GoTab for contactless dining.



GoTab has allowed our stores to operate and stay busy, and that's a very good thing. We are fortunate to have had tools like GoTab and MarginEdge to help us through the challenges of the past year.

— Jon Linck, Partner & Director of Operations

The group also had been MarginEdge clients to give their team visibility into real-time food costs, in the moment sales data and to streamline back office processes but they needed a way to quickly deliver sales and budget data across all channels and concepts without having to add more staff. MarginEdge upgraded in early 2021 to support simultaneous integration with multiple POS systems. Now, the accounting team no longer needed to generate separate balance sheets for each store every night.

Whether the restaurant is using GoTab, their legacy POS, or both, store managers receive a morning email with their combined sales and budget information. This saves several hours of accounting time per week; time that is better spent on planning, forecasting and other higher value-added activities.

THE BENEFITS

✓ Enhanced Integration With MarginEdge

Saves several hours of accounting time per week; time that is better spent on planning, forecasting and other higher value-added activities.

✓ Easing Labor Woes

By utilizing GoTab's technology, BRG has been able to serve more guests with fewer staff in the restaurants that are using GoTab for table service.



Offering contactless ordering and payment to hospitality operators since 2018, GoTab helps operators rethink their service model, especially as they adapt to rapidly evolving regulations and consumer expectations.