

## CASE STUDY



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### OVERVIEW

## Maketto Taps GoTab To Adjust Operations, Scale Business & Retain Staff

With a large, communal space that combines retail, restaurant and cafe experiences, Maketto is a unique marketplace that welcomes guests all day in Washington, D.C. After implementing GoTab's contactless ordering and payment features, their new service model empowered guests to order directly from QR codes on tables and from their mobile phones. GoTab has allowed the Maketto team to speed up service, increase table turnover & revenue.

### THE SITUATION

In late Fall 2020, as the Maketto team prepared for the winter season, they reimagined their service model based on GoTab's contactless ordering and payment features, providing their front-of-house staff with a seamless solution to scale operations based on dine-in and takeout demand.

### COMPANY

Maketto

### INDUSTRY

Coffee Shop  
Restaurant  
Retail

### 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

# MAKETTO

## THE SOLUTION

### An Intuitive Solution for a Large & Eclectic Space

Maketto is a large unique space that offers retail, restaurant and cafe experiences with indoor and outdoor seating, complete with various areas where customers can sit down to enjoy coffee, work for a few hours or meet friends for drinks and/or dinner. During the pandemic, the team set up GoTab QR codes on all tables to empower guests to order directly from their mobile phones. An all-day space, this meant making different menus available at different times, along with specials and promotions.



**By turning our staff into a team of multi-faceted, customer service experts, we've given them the opportunity to learn more and grow in their position at Maketto. Instead of having 10-12 FOH people on the floor at once, we now have 5 people to ensure our guests have the best experience on-site. This also means our tip pool is smaller and so our staff earns more tips than they did in the past.**

**— Keem Hughley, Director of Sales**

With GoTab giving customers control over the ordering experience, the need for traditional servers has been fully eliminated and all FOH staff have taken on new responsibilities and acquired new skills. Now operating with 60% less FOH staff, the team was fully (re-)trained on all components of the Maketto experience, from barista duties to bartender skills to customer service. This means that anyone on the floor can fulfill coffee orders, serve dishes to guests or even make cocktails at the bar. Using GoTab has allowed the team to speed up service and increase table turnover, particularly in the evenings.

## THE BENEFITS

- ✓ **Flexible & Easy to Use Technology**  
Menus can be updated in real-time. The platform is intuitive—making it easy for staff to use.
- ✓ **Dedicated Customer Service Support & Collaborative Improvements**  
In addition to monitoring the guest experience and tracking through the KDS on tablets, the Maketto team used the menu function to create a section dedicated to special requests from guests. This allowed better communication with guests through GoTab and ensured customer satisfaction.
- ✓ **More Frequent Table Turnover, Higher Food Sales**  
Dinner service now sees 3 different turns of table, and F&B sales have also increased significantly.



**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.**