

CASE STUDY



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OVERVIEW

Pioneering the Future of F&B Operations As the Only Hotel in Their Region With Contact-Free Ordering

In late 2019, the Hilton Omaha was selected to beta test QR code ordering and started rolling out contactless dining and payment right before the global pandemic. When stay-at-home orders and travel restrictions started to lift in April/May 2020, the hotel was well-positioned to leverage GoTab's unique restaurant features to reinvent food and beverage operations throughout the property. Today, with the travel industry forging ahead on the road to recovery and customers gaining confidence and booking trips, the Hilton Omaha boasts a clear advantage over its competitors, as the only hotel in Omaha featuring safe and easy contact-free ordering technology.

THE SITUATION

When stay-at-home orders and travel restrictions started to lift in April/May 2020, the Hilton Omaha had to leverage GoTab's unique restaurant features to reinvent their food and beverage operations throughout the property.

COMPANY

Hilton Omaha

INDUSTRY

Hotel

Dine-In, Takeout, Delivery/Room Service

FEATURES

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



THE SOLUTION

Technology that Optimizes Operations To Handle Higher Volume

As one of the Hilton properties selected to beta test QR code ordering in late 2019, the Hilton Omaha started rolling out contactless dining and payment right before the global pandemic. When stay-at-home orders and travel restrictions started to lift in April/May 2020, the hotel was well-positioned to leverage GoTab's unique restaurant features to reinvent food and beverage operations throughout the property.

As F&B operations changed and evolved throughout the past year, the Hilton Omaha's team utilized GoTab to create and update zones and layouts within the property. Hotel managers can easily and seamlessly adjust menus,



We have been able to optimize our culinary operations and handle an exponentially higher volume of orders thanks to GoTab's technology.

**— Zach Dimmitt,
Food & Beverage Director**

allowing them to set up menu modifiers, tax, and default tip rates, enable or disable menu items, as well as change the order of menu items. They utilized in-room service QR codes, allowing for bar side pick-up or door delivery, and loyalty programs for their guests and airline partners.

When comparing year-over-year performance of their food and beverage operations, Hilton Omaha realized that using GoTab has directly, and greatly, influenced their performance and sales with a 240% increase. The use of contactless ordering features also allowed them to significantly reduce menu printing costs, which typically represent a large line item on their budget.

THE BENEFITS

- ✓ **In-room Service QR Codes**
Through GoTab, the Hilton Omaha was able to create custom menus with unique QR codes for each guest room, allowing for bar side pick-up or door delivery—depending on the level of person-to-person interaction guests are comfortable with. They encouraged guests to choose pickup instead of delivery, in order to minimize the number of staff interactions with guests for room service.
- ✓ **Loyalty Programs**
For members of the hotel's loyalty program and its airline partners, a unique QR code menu offers the Better Breakfast benefit. Hotel agents offer qualifying guests their unique QR code menu at check-in so they can order or schedule their complimentary daily breakfast.
- ✓ **Robust Performance & Sales**
The use of GoTab's technology and contactless ordering features allowed the Hilton Omaha to significantly reduce menu printing costs—which typically represent a large line item on their budget— and increase sales by 240%.



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.