



## Guest Education Recommendations

Adapting to new technology can be tricky. Luckily, GoTab's intuitive system is easy for customers at all levels of tech savviness. Here are a few points you can include in your marketing to ensure your guests have a memorable experience.

### Scan QR Code or visit GoTab.com to order.

QR codes have become more prevalent in our landscape, but they can still be unfamiliar to some. Including the option to visit GoTab.com makes sure that your guests can access your menu whether or not they know how to scan a QR.

### Order & Pay

This step informs the guest that they can place an order and pay for it, rather than just viewing a menu. While this may seem like the most intuitive step, it is important to remind guests that this is the primary method to pay. This also allows you to bring attention to the fact that guests can utilize their mobile wallet - something that many guests appreciate.

### Your Order will Come to You or You'll Receive a Text When Your Order is Ready

Be sure that you are clear with your guests before they begin the purchase process on how they will receive their order. Guests will appreciate knowing whether they need to retrieve their order from a designated location or if they can sit back and relax and wait for it to come to their table. This is especially important for guests using self-service in a venue with the option for open tabs. Expecting their second drink to come to their table while it waits at the bar is not the experience you want to offer your guests.

### Other Notes

We're excited that you've chosen to use GoTab, and we know our technology can help you enhance your hospitality experience. The most important suggestion we can offer to help your customers adapt is to let your staff act as guides and teachers in the initial stages. Change is always difficult, but everyone will be happier if the process is encouraged and explained. Consider the following:

- A host or bar staff greeting guests and telling them "You can place your order on your phone - just scan the QR on your table!"
- A stanchion sign by the entrance introducing GoTab and the process - "Scan, Order, and Enjoy directly from your table with GoTab"
- Where possible, posters or signage in visible areas advertising the online ordering platform
- Encourage your staff to visit tables and check on guests, like they normally would, and ask if they are enjoying GoTab. Your staff and your guests can both give you valuable insight on new ways to promote the system.