

## CASE STUDY



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### OVERVIEW

#### Guest-Centric Contactless Service/ Real-Time Labor Management

By utilizing GoTab and 7shifts together, Caboose Brewing Company is able to optimize its operations through better internal communications systems, staff and guest empowerment, and timely decision-making made possible by access to real-time operational data.

### THE SITUATION

GoTab recently received a \$6 million investment round to accelerate product development and further partnerships with best-of-breed hospitality technology platforms. GoTab now integrates with 7shifts, whose mission is to simplify labor management and improve performance for restaurants, resulting in reduced labor costs. Through the GoTab/7shifts integration, operators receive real-time sales and labor data to make critical operational decisions that allow them to optimize labor costs and thrive.

### COMPANY

Caboose Brewing Company

### INDUSTRY

Brewery  
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



## THE SOLUTION

### How the Integration of Best-in-Class Technology Empowers Guests and Improves Service and Profitability

Caboose Commons in Fairfax, VA, and Caboose Tavern in Vienna, VA – are a popular draw for their local neighborhoods and communities. Both venues benefit from high foot traffic and repeat visitors, even during the pandemic.

By utilizing GoTab and 7shifts together, Caboose Brewing Company is able to optimize its operations. They leverage the internal communications platform to post announcements and send messages to different groups



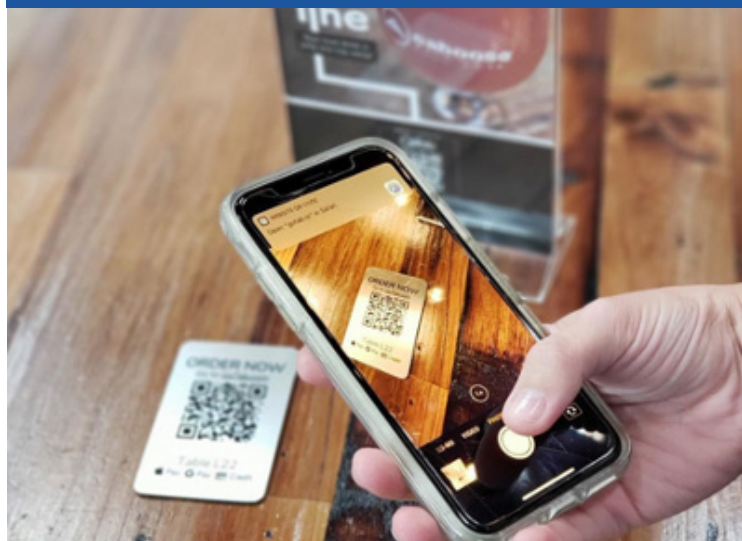
**The biggest value add to us is that 7shifts is our communications hub. Because 7shifts knows who's working when and who works at which location, front of house, back of house, and management, I can send announcements to the entire organization. There's also a manager log that really is our primary conversation piece between the entire management team every single day.**

**– Jennifer McLaughlin, Co-owner**

or chat one-on-one with staff and guests. Both 7shifts and GoTab require no hardware, so communications are handled directly via mobile devices. Staff & guests at both locations are satisfied with the level of flexibility with the contactless service model. Operations are run optimally—starting every day with a real-time analysis of sales, revenue and labor from the integrated platforms. Caboose Brewing Company can now focus on making adjustments to their labor force and maximize the guest experience.

## THE BENEFITS

- ✓ **A Feature-Rich Communication Hub for Staff and Guests**  
GoTab allows guests to communicate directly with hospitality operators, optimizing communications and ensuring a high level of customer satisfaction.
- ✓ **Staff & Guest Empowerment**  
With both the guest and the servers able to add items to open tabs, guests can still feel in control of their meal while their servers are elevated as guides.
- ✓ **Real-Time Revenue & Operations Data Helps Everyone Perform at Their Best**  
Managers can easily pull up revenue and labor costs within the same report. They can assess operational changes in real time and are able to use the data to make adjustments at all levels, including adjusting schedules and changing labor allocations based on what's happening on the ground. Even payroll and tip distribution are streamlined, with tip data from GoTab and clock-in data from 7shifts merging to make calculations easy.



**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.**