

# Best Practices for Introducing Mobile Order & Pay-at-Table Solutions

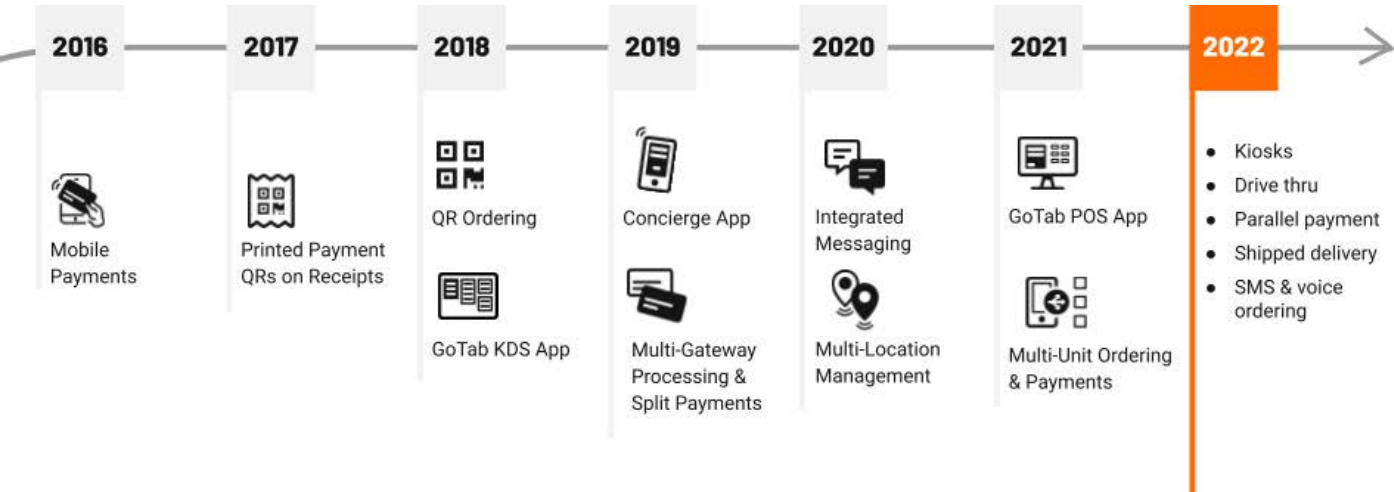


We Help You Put Hospitality First™

# GoTab launched in 2016 as a mobile payment provider and in 2018 added contactless ordering.

In the early days, it was an uphill battle to convince hospitality operators to take the leap of faith and disrupt their status quo operations for the promise of larger average order sizes and more efficient service delivery. Then, the pandemic hit and many operators turned to contactless ordering and payment solutions to help navigate the long road back to “normal”.

Now that we have begun adapting to post-pandemic life, it’s more important than ever to ensure your business is running efficiently; we think these best practices can help.



# Start with a Great First Impression

Restaurateurs are battling staff shortages and rising food costs, while still delivering great guest experiences. To deliver what guests really crave, start by making a great first impression. **In a recent nationwide survey of restaurant staff, respondents say 39% of their guests are happy to view a menu on their phone.** But just because they can view the menu through their device, it doesn't mean that guests don't need your servers' support.



---

## Start with a Great First Impression

Successful mobile order & pay-at-table adopters apply **a customer-centric approach**. Servers or hosts start with an explanation of the ordering process to orient guests, sometimes before they are even seated. **Frequent table touches** make sure that guests aren't left to their own devices, and that they always feel comfortable that a staff member is available to assist them or answer a question if they need it.



Initially we had guests ordering through GoTab through the QR codes on their table. If they came up to the bar, sure the bartender would enter them into the system that way. Now, we're using GoTab POS at the bar. Guests at the tables still enter orders, but we have a lot more servers on the team to not only do that introduction and field questions, providing tasters, etc., but they're also able to just give a lot more attention. So it's just like they have a normal server. Minus the fact that you didn't put in your initial order.

—Allan Schaeffer, Broxton General Manager

“ ”

---

# Cross-Train Staff to Maximize Resources

Mobile order and pay-at-table involves a significant change in front-of-house operations for your guests and your staff.

**For your guests, your goal is to make the experience so seamless** that, beyond the enhanced control and flexibility they gain from ordering and paying on their phones, **they barely notice a difference.** In order to accomplish this goal, your front-of-house team will need to adjust their service model to meet various guest needs.

**For your staff, take time up front to educate guests on the system.** When guests order for themselves, they experience fewer order errors. That makes it possible for staff to spend more time on other tasks that make the dining experience more enjoyable, such as consulting with guests on menu and cocktail/wine pairing recommendations and ensuring food gets delivered in a timely fashion.

# Cross-Train Staff to Maximize Resources

## MAKETTO

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 positions at Maketto. We now have 5 people to ensure our guests have the best experience on-site. Our tip pool is smaller and so our staff earns more tips than they did in the past.

—Keem Hughley, Director of Sales at Maketto





# Map the Physical Layout of Your Space

With mobile ordering and pay-at-table, **think about the strategic placement of tables and their respective QR codes using a logical pattern that your staff will find easy to understand and recall.** If your venue supports dine-in, take-out, and delivery, use clear signage and staff guidance to make it easy for guests to know where to go for what.



**caboose**  
BREWING CO.

Long-time GoTab customer Caboose Commons took advantage of their unique physical space. We have two garage door windows so we opened both and one was focused on ordering and the other for pickup.

—Jennifer McLaughlin, Caboose Brewery CEO



## Map the Physical Layout of Your Space

With an **out-of-the-box feature like GoTab Zones you can create new sources of revenue, or maximize existing revenue streams, all with no extra software or fees.** You can **optimize all kinds of physical spaces, like a restaurant bar or patio; a hotel's room service or poolside bar; or an independent Food Truck at a brewery.**

With as many as twelve different Chefs and their respective concepts at any given time, Vegas Test Kitchen makes sure the ordering experience is easy and seamless.

Whether guests are ordering ahead for pick-up or dining in, guests don't have to order separately from each vendor. With GoTab Zones, guests can order from all Chefs, through a common menu interface on a single tab. The Chef operators take advantage of a shared ordering experience with GoTab supporting separate payouts. What's more, because guests can order from a single tab, the Chefs can benefit from lower transaction processing fees.

VEGAS  
TEST  
KITCHEN





# Take Time to Ensure Your QR Codes are Customized & Properly Branded for Your Venue

Make sure that the QR codes you use fit well with your physical space and your brand. There are a variety of creative ways to do this tastefully and cost-effectively. Here are some examples:

Depending on your guest demographic, you may find a significant portion still prefer browsing a physical menu. Feel free to provide disposable menus. When designed well, your guests may find them easier on the eyes.

*William* **HILL**  
SPORTSBOOK



*William* **HILL**  
SPORTSBOOK

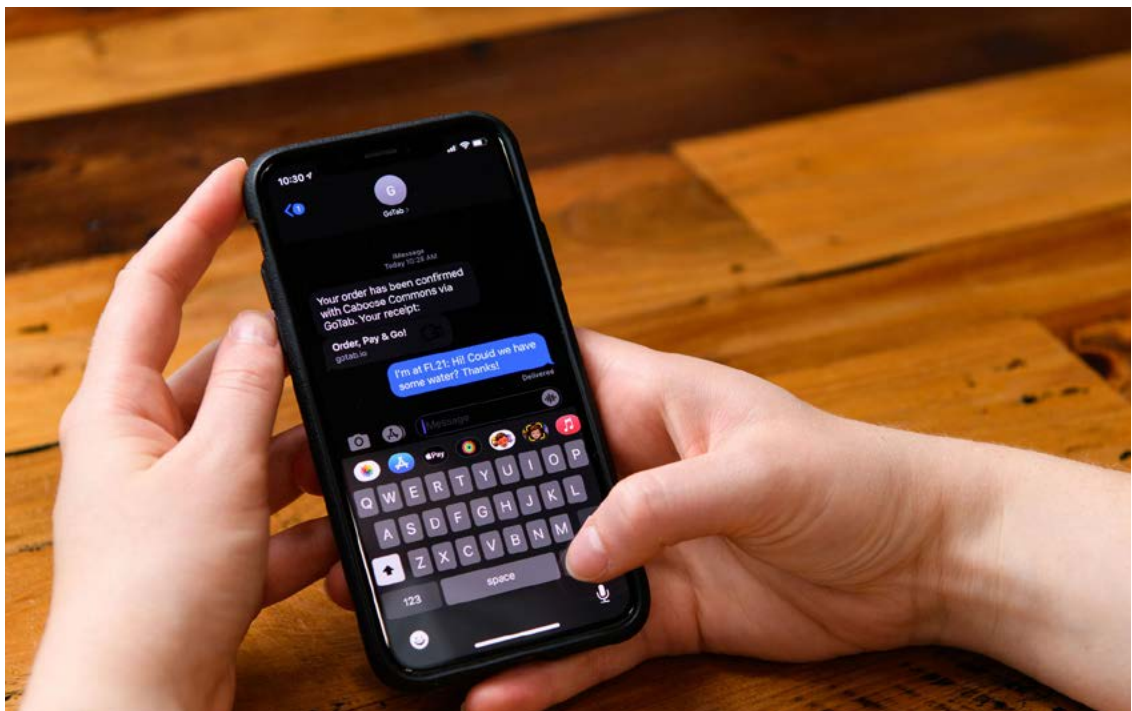
Presented by  
*Nicholas Schenelli*

BD 4



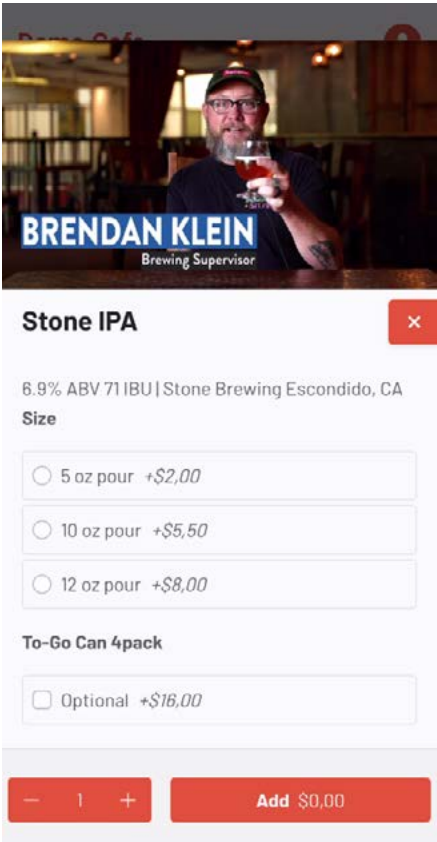
# Plan for Virtual Help & Real-Time Feedback

**Mobile ordering and payment platforms will make it easier for your guests to communicate with you.** Whereas before they may have flagged a staff member down to ask for a new order, make a change, or ask a question, now they'll prefer to **use the same device they're ordering on to communicate with you.** Make sure your staff are prepared to respond and have a process in place to address ones that can't be answered in real-time.



# Incorporate Rich Imagery & Multimedia

With a **user-friendly menu design complemented by high-quality photography**, you can make the menu browsing experience **informative and enjoyable**. And you're not just limited to photography. **Savvy operators are incorporating video** into their mobile menus to make the browsing experience more immersive and engaging.



# Amp Your Social Presence with Ecommerce Features

Your mobile ordering and payment platform can also serve as an **ecommerce storefront**. Take advantage of the same rich imagery you share with your brand loyalists on **visual platforms like Facebook and Instagram by directing followers to where to buy.**

The Florida Brewers Guild used GoTab's cloud-based solution as a POS to sell merchandise at their annual festival. With transaction rates lower than previously used payment processing solutions, it made sense financially to leverage the platform to sell branded gear. GoTab's inventory features came in handy throughout the day as volunteers could easily check on product and size availability before each sale. After the event, the team was able to run reports and analyze sales, saving them time to tally up revenue and helping them assess merchandise production needs for next year.



---

# Get Cozy with Your Data

Your mobile order and pay-at-table platform should allow you to **get a holistic view of customer and sales information.** Consider monitoring metrics such as:

- 1. Sales Per Hour & Per Shift (Breakfast, Lunch & Dinner)**
- 2. Tabs Per Hour & Per Shift**
- 3. Top Selling Items & High Margin F&B Items (Greatest Hits & Platinum Margins)**
- 4. Product Mix (PMIX)**
- 5. Trends**
- 6. Customer Feedback**
- 7. Purchase and Repurchase Pattern**

**Savvy operators** are gaining greater insight and control of their end-to-end customer experience **using metrics like these to manage their operations, improve their customer experience, and increase their profitability.**

# About GoTab, Inc.

GoTab, Inc., a Restaurant Commerce Platform (RCP), is helping large- and mid-sized restaurants, breweries, bars, hotels and other venues run lean, profitable operations while making guests even more satisfied.

GoTab uniquely allows patrons to order and pay through a server (without a smartphone), or order and pay directly from their own mobile phones, or blend the two experiences all on one tab, through its easy-to-use mobile point-of-sale (POS), contactless ordering and payment features, and kitchen management systems (KMS). The guest never has to download a mobile app or create a password.

Operators get industry-leading features and actionable data that can be rapidly deployed and adapted to their unique requirements for dramatically reduced costs. Founded in 2016, GoTab processes over \$250M transactions per year with operations across 35 U.S. states and growing.

Learn more at [gotab.io/en/](https://gotab.io/en/)