

CASE STUDY



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OVERVIEW

Embracing Technology Allows Maui Brewing To Enhance The Guest Experience

With four locations spread out across the Maui and Oahu islands of Hawaii, Maui Brewing Co. faced many hurdles throughout the pandemic. The company knew it was time for a change, one that entailed embracing technology in order to stay relevant. Having tried out various heritage POS models, Tony Ren, general manager and partner for Maui Brewing, realized that a cloud-based system like GoTab could provide more flexibility than traditional systems.

THE SITUATION

Maui Brewing Co. faced many hurdles throughout the pandemic, “here in Hawaii, we were more affected than most because, as an island, we literally shut down. People couldn’t come in or out. The swings of business were way more dramatic than on the mainland where they could still drive from point A to point B”, says Ren.

COMPANY

Maui Brewing Co.

INDUSTRY

Restaurant

FEATURES

- All-in-One POS
- Mobile Order & Pay
- No App Download Required
- Cloud Deployment
- Manger Dashboard
- Kitchen Display System



THE SOLUTION

With GoTab, Maui Brewing Pivots And Thrives

Maui Brewing has been able to pivot, survive, and thrive. GoTab gave them the opportunity to seamlessly transition from table-service to counter-service. Now, guests can place their orders and reorder without having to wait in line at the bar. They are able to pay at their convenience through GoTab's mobile ordering and payment system, giving them control over their dine-in experience and reducing the time it takes for servers to input orders and take payment.



At Maui Brewing, we're always looking for ways to improve the guest experience while driving efficiency. GoTab's easy-to-use solution allows our guests to customize their dine-in experience to how they want it—whether traditional service, or the convenience to order, re-order, and pay at their own pace.

— Tony Ren, General Manager and Partner

As a result, guest satisfaction has grown through faster speed of service and a more personalized hospitality approach from servers. Operational efficiencies in the front- and back-of-house have increased, as well as order frequency and check averages.

THE BENEFITS

- ✓ **No More Lines**
Guests no longer have to wait in line to order or reorder. Just scan the QR code and order at their convenience.
- ✓ **Easy to Order, Reorder, and Pay**
Guests are able to order and pay at their convenience through GoTab's mobile ordering and payment system, giving them control over their dining experience.
- ✓ **Dedicated Customer Service Support**
GoTab is always available for live support via chat, email, phone and on-site.



More Than a POS



GoTab is a restaurant commerce platform designed to optimize **experiences and efficiencies**. Unlike **legacy POS systems**, we are the only platform that prioritizes the guest at the center of the experience. We operate in all hospitality spaces from **fast casual and fine dining** to resorts and entertainment venues with all the stops in between.