

CASE STUDY



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OVERVIEW

GoTab Helps Blue Plate Modernize and Optimize Corporate Catering Services

After 39 years in business and a robust reputation in and around Chicago, Blue Plate Catering felt the need to embrace technology as workers started to slowly return to the office. Seeking the perfect solution to remain competitive and launch online ordering for its corporate catering drop-off services, the renowned caterer found in GoTab the ideal partner to build further growth and modernize its operations.

THE SITUATION

As the pandemic had inevitably diminished the in-house team at Blue Plate Catering, GoTab's onboarding and customer service team stepped up to the plate and quickly established itself as an extension of the team. From rapidly completing a much-needed integration with Blue Plate Catering's existing system to quickly answering the team's needs and creating custom functionalities tailored to their operations, GoTab set up the eminent caterer with all the tools needed to find success through a modernized ordering process.

COMPANY

Blue Plate Catering

INDUSTRY

Catering

FEATURES

- Contactless Ordering & Payment
- Two-way Text Communication with Customers
- Customizable Menus
- Cloud Deployment
- KDS & Printer Integration
- No Contract or Monthly Fees
- No App Download Required



THE SOLUTION

Increasing Flexibility & Optimizing Business

With GoTab's help, Blue Plate Catering set up online ordering on its website, as well as for its large contracted accounts, instantly benefitting from the innovative menu features provided by the cloud-based solution. With GoTab, the team has the tools to seamlessly and easily update all menus, add imagery and set up custom pricing for each customer.

The Blue Plate Catering team also noticed that many online orders come through after 5pm (outside office hours for the administrative team), which means that GoTab allows them to capture that business and avoid missing out on these catering order opportunities. With GoTab's reporting features, they are able to streamline menus, better forecast their needs and optimize inventory.



With GoTab, we have a macro perspective on what sells well and what menu offerings need to be adjusted. We are able to forecast better, be cost-efficient and ultimately switch our menus to feature kitchen-driven selections instead of customer-driven selections.

— Teryl Thurmand, Director of Delivery Sales

Beyond its corporate catering drop-off services, Blue Plate frequently gets asked by corporate clients to provide food and beverage offerings at large events, such as the annual Shamrock Shuffle or summer sailing races. The team is able to utilize GoTab's technology to take orders via handheld tablets directly at events or set up online pre-ordering options for F&B pick-up for race participants.

THE BENEFITS

- ✓ **Flexible**
Menus can be updated in real time. The platform is intuitive, making it easy for staff to use.
- ✓ **Custom Functionalities**
Tailored functionalities were created to adjust GoTab's capabilities to better serve Blue Plate Catering built in order minimums, set up a cut-off time for next day orders, and even leveraged the existing zone features to create various delivery zones with corresponding delivery fees.
- ✓ **Dedicated Customer Service Support**
GoTab's onboarding and customer service has established itself as an extension of the Blue Plate Catering team. Even today, the team continues to offer a dedicated and custom onboarding process for new employees at Blue Plate catering.



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.