

## CASE STUDY



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### OVERVIEW

#### High Volume Venue Focused on Guest Centricity and Enhanced Beverage Program

In 2021, Chris McCarrick, the visionary owner of CraftWorx Taproom in Gainesville, Virginia, embarked on a journey to redefine the taproom experience. Situated near the bustling Jiffy Lube concert venue, Chris aimed to attract its vibrant crowds. Recognizing the need for efficiency and an enhanced guest experience, he opted for technological innovation, choosing to install 70 self-pour taps by PourMyBeer. This strategy empowered CraftWorx patrons to pour their drinks at their convenience, eliminating the need to wait on busy bartenders and revolutionizing the way guests enjoy their beverages.

### THE SITUATION

Chris faced operational challenges in his first year, hindered by a POS & KDS system that impeded operations and had limited integration. A crucial requirement was a POS that enabled swift guest orders, managed high volumes seamlessly, and

### COMPANY

CraftWorx Taproom

### INDUSTRY

Taproom & Entertainment Venue

### FEATURES

- Mobile Order & Pay
- No App Download Required
- GoTab Pass RFID
- PourMyBeer Integration
- All-in-One POS
- Kitchen Display System



integrated with the self-pour wall using RFID. The former POS complicated check-ins, leading to slow operations and errors, particularly on high-volume nights. CraftWorx also wanted to address failed credit card transactions and the time-consuming process associated with reprocessing cards.

## THE SOLUTION

### Advanced POS Technology

CraftWorx selected GoTab after evaluating several POS systems. The result has been a significant transformation in CraftWorx' operations. The GoTab POS delivered a 4x faster check-in time, playing a crucial role in increasing sales and providing guests with more time for their drinks while eliminating lengthy check-out processes. GoTab's seamless integration with PourMyBeer eliminates the need for separate systems, effectively addressing and resolving CraftWorx's operational bottlenecks.



**With GoTab, my check-in time is now 4x faster which results in my guests having time to have more drinks. This has significantly increased my sales.**

**— Chris McCarrick, Owner of CraftWorx**

Central to the solution is GoTab's Insufficient Funds Protection, which has reduced failed credit card transactions for CraftWorx by over 80%. The once time-consuming task of reprocessing failed cards, taking 15 minutes daily, is now seamlessly automated by GoTab, reducing the time investment to zero.

The onboarding process, guided by GoTab's local account manager, was swift and efficient, providing immediate relief for Chris. The operational flexibility of GoTab enabled CraftWorx to implement distinct menus across spaces, optimizing staff scheduling and allowing significant payroll savings.

## THE BENEFITS



### Accelerated Check-In and Check-Out

Check-in and check-out processes are seamlessly managed via GoTab's POS. This translates to substantial time savings for both staff and guests.



### Effective Staff Management

Implementing diverse menus with distinct schedules across different spaces has optimized kitchen staff scheduling, enabling more efficient staff utilization.



### Insufficient Funds Protection

CraftWorx has achieved an impressive 80% reduction in failed credit card transactions by utilizing GoTab's Insufficient Funds Protection.



### Easy Integration with Best of Breed Solutions

GoTab's open API allows CraftWorx to take advantage of multiple integrations with other systems, including PourMyBeer, Untappd, 7 Shifts and MarginEdge.





CraftWorx's guest experience was elevated with advanced features like mobile (QR) ordering, facilitating seamless tab splitting and payments. GoTab's first-party data and loyalty features empower CraftWorx to craft personalized promotions, fostering deeper connections with patrons.



**Average order size is about 15% higher than with our previous POS provider. Largely because customers are almost 3x more likely to reorder food beyond after their initial order.**

**— Chris McCarrick, Owner of CraftWorx**

Critical to supporting CraftWorx's dynamic environment, GoTab's Kitchen Display System (KDS) with robust two-way communication ensures clear communication with guests and minimizes order errors. The 2-way texting functionality within GoTab's KDS effectively addresses challenges in a space where guests can move freely from table to table, significantly enhancing order management efficiency.

Further contributing to operational excellence, GoTab's open API supports easy integration with key restaurant technology systems, streamlining tasks like automatic product syncing for CraftWorx's extensive beverage database. The transformation of CraftWorx, from operational challenges to efficiency and enhanced customer engagement, stands as a testament to the impactful solutions offered by GoTab.



## 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.