

CASE STUDY



(202) 949-6886

info@gotab.io

gotab.com



OVERVIEW

Striking the Balance Between Efficiency and Community

Set along the Swamp Rabbit Trail with a delectable menu, 10+ homebrewed beers on tap, a large indoor space, and an expansive outdoor area great for yard games, live music, and gathering with friends, Southernside has quickly become a favorite for locals and tourists alike in their up and coming Greenville, South Carolina locale. The brewery opened in January 2021 and has a full menu of mouth-watering, Southern-infused favorites like Truffle Parmesan Fries, Fried Mac n' Cheese Balls, Brussels Sprouts, Bourbon Bacon Jam Burgers, and Southern Fried Chicken Sandwiches. In addition to its tasty craft brews, Southernside also has a full bar with wine, handcrafted cocktails, and an extensive bourbon list.

COMPANY

Southernside Brewing Company

INDUSTRY

Brewery, Tap Room and Restaurant

FEATURES

- Mobile Order & Pay
- All-in-One POS
- Kitchen Display System
- Printer Integration
- No App Download Required



THE SITUATION

In summer 2022, Southernside was looking for ways to enhance their guest experience. With the pandemic in the rear-view window and the Swamp Rabbit Trail, a 22-mile multi-use walking and bicycling greenway, fully reopened after construction, their business was thriving.

Previously, all guests would approach the bar, order food and drinks, and receive a pager number. They'd find a table and wait to be notified when their order was ready. Any time a guest wanted to reorder, they had to repeat the process: get in line, place the order, return to their seat and wait. There was a lot of back-and-forth, and while guests took the process in stride, Owner-Operator Nate Tomforde and his team believed that by adding table service they could provide a guest-pleasing upgrade to the Southernside experience. At the same time, they knew that adding service without adding labor would require a new operational model backed by new technology.



There's a fine line between efficiency and community. We never want to lose the community feel so definitely appreciate the flexibility GoTab provides to serve our guests the way they prefer.

— Nate Tomforde, Owner-Operator

THE SOLUTION

Balancing Community and Efficiency

Southernside, and their local partner Lucas POS, selected GoTab as the platform to introduce their new table service model. With GoTab, Southernside now provides guests a full range of front-of-house options - mobile ordering and payment from the table using QR ordering, and traditional ordering from servers or at the bar using the GoTab All-in-One POS. Back-of-house integration with the kitchen is made possible through the GoTab Kitchen Display System (KDS) and printers. With Lucas POS' support, they were able to successfully launch and retrain their staff in just a few weeks.

THE BENEFITS

- ✓ **Bust the Lines**
Now that guests can order at their table via QR, or at the bar, Southernside has been able to eliminate long lines and wait times at the bar.
- ✓ **Labor-Friendly Service Model**
Southernside uses GoTab's hybrid service capabilities to expand to full table service without having to add more staff.
- ✓ **Kitchen Display and Printer Integration**
Back-of-house reduces order errors and misfires through full KDS and printer integration.



Situated in a high-growth area conveniently located between Charlotte and Atlanta, and with major manufacturers Michelin and BMW close by, Southernside focuses on staying current with the latest tech, and consistently looking for new ways to improve the experience for their guests and their staff. Today, Southernside has implemented a hybrid model of 60 percent QR orders and 40 percent walk-up. They are keen to keep walk-up service as an option for guests who want to order the traditional way. “There’s a fine line between efficiency and community,” says Tomforde. “We never want to lose the community feel so definitely appreciate the flexibility GoTab provides to serve our guests the way they prefer.”



What we have been able to accomplish with GoTab and Lucas POS would’ve been virtually impossible with our previous legacy POS.

– Nate Tomforde, Owner-Operator

While they have been able to eliminate long lines and do it all without adding staff, Southernside did end up shifting a few roles. Formerly, hosts would be stationed in two locations in the venue. Those hosts now operate as servers, running food and drinks to the table for QR orders. “People are ordering more – an average of 20-25 percent more – because they don’t have to keep getting up to stand in line to order,” says Tomforde. With guests placing their own orders from the full food & beverage menu across its entire 7,000 square foot indoor/outdoor area, their guests are more satisfied and they are also able to reduce order errors and misfires and thereby their comps. “What we have been able to accomplish with GoTab and Lucas POS would’ve been virtually impossible with our previous legacy POS,” says Tomforde.



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.