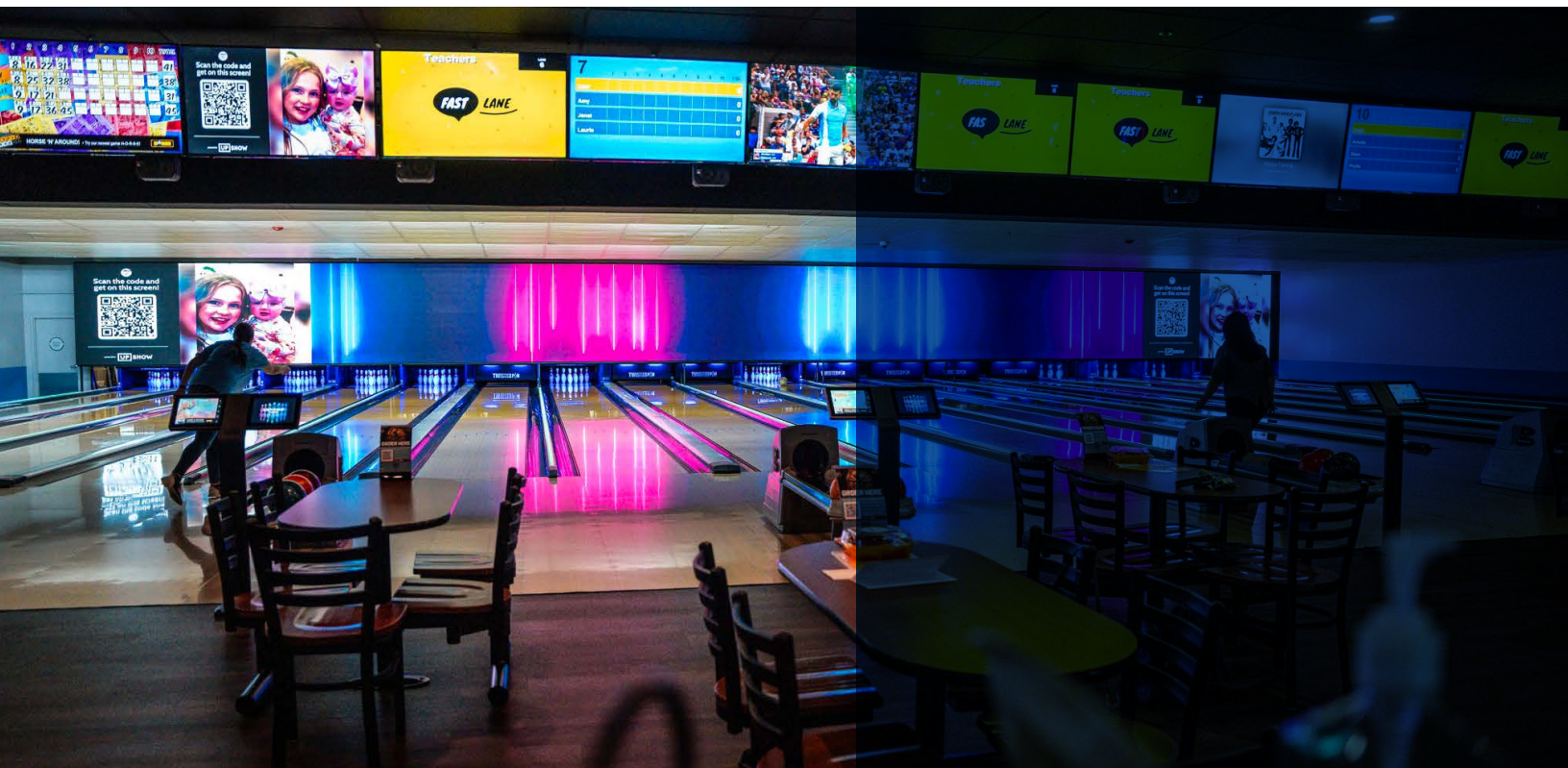**GoTab**

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OVERVIEW

Twisted Pin Strikes Success—Elevating the Bowling Alley F&B Experience

Twisted Pin, a dynamic entertainment hub that opened its doors in Plainfield, IL, in 2014, is a pioneer in redefining bowling as more than just a game. This 26,000-square-foot establishment encompasses bowling lanes, an arcade, a bar, food & beverage program, and a 28-tap self-pour beer wall. Twisted Pin's mission is to transform the traditional bowling alley into a multifaceted entertainment destination.

The venue's unique blend of activities makes it a go-to spot for both families and friends seeking a modern and engaging entertainment experience. With a focus on creating an environment where guests can seamlessly transition from bowling to gaming and enjoy a variety of drinks, Twisted Pin embarked on a journey to implement technology that enhances every aspect of the guest's visit.

COMPANY

Twisted Pin Bowling Alley

INDUSTRY

Bowling & Entertainment Venue

FEATURES

Mobile Order & Pay

No App Download Required

GoTab Pass RFID

PourMyBeer Integration

All-in-One POS

TWISTED PIN

pour MY BEER

Twisted Pin Owner Jonathan Dow, found himself grappling with operational challenges from a previous POS provider that hindered efficiency resulting in extended wait times, increased staff training requirements, and a slew of additional tasks. The previous setup, involving self-ordering kiosks at each bowling lane, proved to be slow and lacked a guest-centric approach.

Jon sought a POS system that could not only facilitate swift guest food and beverage orders from all the lanes but also seamlessly integrate with the self-pour beverage wall. Jon aimed for a unified system that would allow guests to order effortlessly from their mobile devices and scale his operations, eliminating the need for costly hardware and multiple systems.

THE SOLUTION

Modern POS Technology and Mobile Ordering

In 2022, Twisted Pin adopted GoTab's cutting-edge POS and mobile ordering system, featuring QR codes across lanes and designated zones. This innovation redefined the user experience. Patrons scan QR codes to access a user-friendly interface for orders, feedback, notes, and tab sharing. The staff transitioned smoothly from its previous problematic POS, enhancing tab-splitting efficiency and resolving issues.

❝❞

We have seen an 18.6% increase in sales with GoTab's QR code ordering compared to the kiosk sales with our previous provider.

— Jonathan Dow, Owner

Operational enhancements include a user-friendly backend for easy menu adjustments, saving time and boosting venue efficiency. The switch to QR codes saw an impressive 18.6% boost in weekend food and beverage spending compared to the previous kiosk system, significantly enhancing the overall guest experience.

THE BENEFITS

✔ **Increased Revenue**
Remarkable impact on profitability and guest spending - 18.6% boost in weekend food and beverage spending compared to the previous kiosk system

✔ **Eliminate Guest Checkout Lines and Wait Times**
One system for ordering /Pour Wall streamlines check-in, check-out, and ordering processes, granting guests more playtime while minimizing mundane staff tasks.

✔ **Enhanced Guest Experience**
GoTab revolutionizes the mobile ordering experience, ensuring user-friendly interactions with features such as real-time communication and shared tabs, all without waiting in a line.
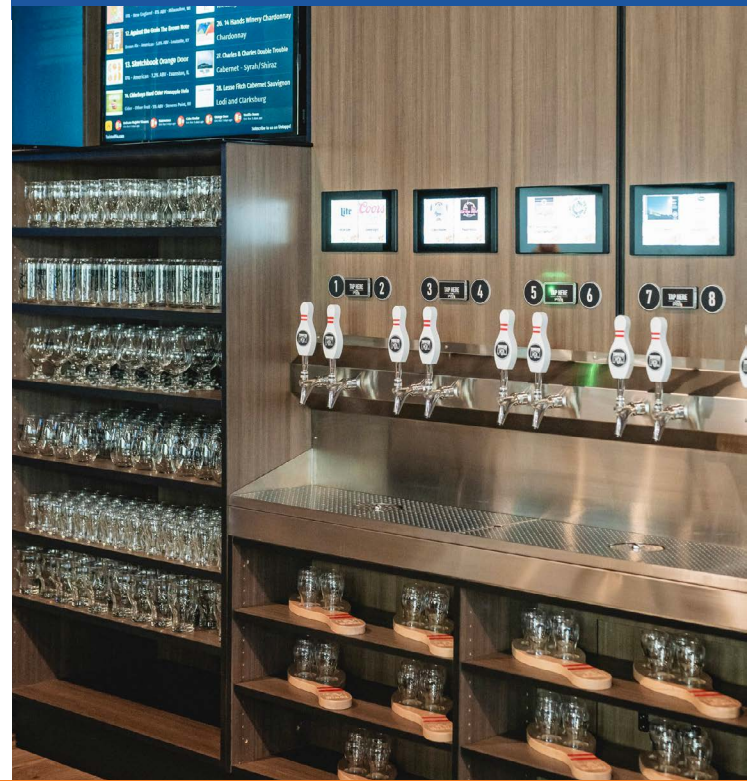
More Than a POS

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.