


CASE STUDY



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OVERVIEW

Finding New Ways to Feed the Community

By introducing GoTab's restaurant commerce platform and takeout features, Bagels 'n Grinds continued to serve their loyal Potomac, Maryland community members when the pandemic shut down dine-in service. They gained new capabilities that allowed them to open a pop-up which created a vital lifeline for the business as well as a new way to connect with loyal customers.

THE SITUATION

Owner Adam Greenberg is the epitome of a community leader. Along with his team, he constantly strives to connect with his Maryland community at his restaurants - Bagels 'n Grinds, College Park Grill and family favorite Potomac Pizza. When the pandemic hit, he tapped restaurant commerce platform GoTab to set up a pop-up site that would help him feed the community with his popular NY-style bagels. With sales down 80-85%, he also needed to add a much-needed revenue stream to his business and quickly pivot to keep his staff employed and his customers happy.

COMPANY

Bagels 'n Grinds

INDUSTRY

Restaurant

Online Ordering, Curbside Pickup

FEATURES

Contactless Ordering & Payment

Cloud Deployment

Print Packing Slip Generator

Two-Way Text Communication
with Customers

No Long-Term Contract or Monthly Fees

No App Download Required



THE SOLUTION

Creating Pop-Up Solutions to Create New Revenue Streams

Since their existing POS couldn't support the pop-up site Adam envisioned, he searched for a cost-efficient, easy and fast technology solution and ultimately found GoTab. After the pop-up launched, the GoTab Customer Success team remained available to assist with anything Adam and his team needed.

With a host of features available for operators looking to streamline online ordering, GoTab was able to provide Adam and his team with an alternate revenue stream when in-room dining shut down and curbside takeout became the norm. Adam's list of requirements perfectly aligned with the intuitive features GoTab offers: he needed an online ordering tool that could let him offer a specific



As in-person interaction was limited, having the ability to connect with our customers via text messages was key. We also used two-way text communications to remind everyone to place their orders on Friday mornings, and texting is where we saw the highest conversion rate.

— Adam Greenberg, Owner

pick-up date and time window, manage the ordering cut-off time and seamlessly update the menu, as well as allow customers to order up to 7 days in advance.

At the height of the pandemic, Adam and his team were able to handle 150 orders per week and more than 2,000 bagels per weekend. The pop-up created a new lifeline for his business as well as a new way for him to connect with his community. As he continues to offer weekend bagel pick-up orders via GoTab, he is also thinking up new ways to leverage the platform for programs at his pizzerias, from back-to-school picnics to school group pizza orders.

THE BENEFITS



Fast and Easy-to-Implement

GoTab's onboarding team was nimble and launched the online ordering platform in no time, giving team members at Bagels 'n Grinds the ability to quickly activate the innovative features available for takeout and curbside pickup.



Streamlined Ordering Process & Intuitive Features

With GoTab, Bagels 'n Grinds was able to create a branded online menu complete with images, implement scheduling capabilities for guests to book preferred pickup date and time, and receive customized pickup instructions, and print packing slips to seamlessly organize order fulfillment so that everything was ready for customers pulling up to pick up their orders.



Enhanced Guest Communications & Marketing Tools

GoTab's two-way text communications made it possible to communicate directly with guests. When customers were running late or needed to update their pickup time or wanted their orders dropped off in their trunk at curbside pickup, they could easily communicate with the team.



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.