CASE STUDY

OVERVIEW

How GoTab Optimized Lightning Coffee's Service and Efficiency

Located right at the main entrance of Upside on Moore, Arlington's premier food hall, Lightning Coffee brings a fresh approach to the coffee scene. As part of this vibrant 30,000 square foot space, Lightning Coffee stands out with its commitment to the highest quality coffee from local roasters and a superior customer experience. Operated by DMV-based Mothersauce Partners, a boutique hospitality management firm, the food hall features nine diverse dining concepts, all local to the DC area, a specialty coffee shop, multiple bars, and numerous event spaces, all combining to create a dynamic culinary environment.

COMPANY
Lightning Coffee

INDUSTRY
Coffee Shop

FEATURES
All-in-One POS
Kitchen Display System
Online Ordering
Self-Ordering-Kiosk

THE SITUATION

Lightning Coffee faces the unique challenge of managing a high volume of customers due to its location in a busy business district. The coffee bar experiences significant surges in foot traffic during peak times, such as the morning rush and lunch hours. This demand creates pressure to deliver quick, efficient service while handling a large number of orders.

The coffee shop needed a solution that could streamline order processing and enhance the overall customer experience, while seamlessly integrating with the broader operations of Upside on Moore.

> **"**
>
> **GoTab has helped us transform our guest experience with user friendly kiosks and table ordering, so our guests can seamlessly work, dine, and enjoy the atmosphere without any wait time.**
>
> **—Nick Freshman, Mothersauce Partners**

THE SOLUTION

To address its challenges, Lightning Coffee integrated GoTab's advanced POS system, which introduced essential features for improving operational efficiency and customer service. The system's pre-ordering capabilities allowed customers to place their coffee orders in advance, a crucial benefit for busy professionals and commuters needing quick pickups. This feature effectively reduced wait times during peak hours.

The addition of self-service kiosks and QR code ordering streamlined transactions, offering a contactless, efficient way for patrons to place orders. GoTab's two-way text communication kept customers informed with real-time updates on their order status and pickup readiness, enhancing the overall experience. Customizable pickup notifications further reduced congestion at the counter and managed customer flow efficiently.

Additionally, GoTab's robust manager app supported back-of-house operations with real-time analytics, staff coordination, and efficient event management, boosting operational efficiency and resource management.

THE BENEFITS

✓ **Faster Service**
Reduce wait times during peak hours by allowing customers to place orders in advance, ensuring quick pickups and satisfied customers.

✓ **Streamlined Operations**
Empower customers with contactless, efficient ordering through self-service kiosks and QR codes, minimizing congestion and enhancing the overall experience.

✓ **Enhanced Customer Engagement**
Keep customers informed with two-way text updates on order status and pickup readiness, ensuring a smooth and seamless experience.

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.