

CASE STUDY



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OVERVIEW

Enhancing Franchisee Efficiency and Guest Experience

Hoppin' Brands, a fast-growing bar franchise concept, boasts over 60 self-serve beers on tap through PourMyBeer walls, complemented by cocktail bars that allow for personalized guest service. However, the company encountered numerous difficulties with their previous point-of-sale (POS) system. The check-in process for guests was inefficient, and the outdated system necessitated an additional PourMyBeer screen, resulting in wasted time and extra steps for the staff. To improve operations and enhance guest satisfaction, Hoppin' Brands pursued a seamless and efficient solution, choosing GoTab, a cutting-edge entertainment commerce platform aimed at streamlining service leveraging its seamless integration with PourMyBeer.

COMPANY

Hoppin' Brands

INDUSTRY

Franchise / Self-Serve Taproom

FEATURES

GoTab Pass RFID

PourMyBeer Integration

All-in-One Point of Sale

No App Download Required



THE SITUATION

Hoppin' Brands encountered multiple obstacles due to their outdated point-of-sale (POS) system. The guest check-in procedure was inefficient, as the old setup necessitated a distinct screen for their PourMyBeer tap wall, leading to wasted time and extra steps for the staff. The slow check-in process resulted in delays, creating backups at the entrance. Additionally, the disjointed system integration required extra time and effort due to separate platforms for POS and beer tap services. Furthermore, there was an absence of features for managing VIP memberships and subscriptions. Lastly, the previous system failed to facilitate smooth royalty deductions for franchise operations, complicating financial oversight.



Hoppin' has grown from Uptown Charlotte to five locations across the country. Three more will open in the spring, and we'll open 3-5 more each year. With GoTab, we are well prepared to keep growing.

—Rich Moyer, Founder and CEO

THE SOLUTION

By switching to GoTab, Hoppin' Brands greatly improved its check-in process. They cut wait times in half. The system works seamlessly with PourMyBeer. This eliminates the need for multiple check-in screens. GoTab makes it even better for guests to order premium cocktails by letting customers access their tabs by scanning their wristbands.

GoTab offers a built-in VIP membership system, removing the need for third-party solutions so Hoppin' Brands can offer subscription services at all locations easily. Managing finances across many franchise locations is now much easier. With GoTab, Hoppin' Brands can automatically deduct royalties daily. This means no more large monthly invoices. This feature gives franchisees more financial flexibility.

THE BENEFITS

✓ **Faster Check-in & Seamless Integration**

With GoTab Hoppin' Brands drastically improved its check-in process, cutting wait times in half. The seamless PourMyBeer integration eliminates the need for multiple screens.

✓ **Built-in VIP Membership & Subscription Model**

Hoppin' Brands offers subscription-based services across all locations efficiently.

✓ **Franchise-Friendly Financial Management**

With GoTab, Hoppin' Brands can automatically deduct royalties in small daily increments instead of issuing large monthly invoices. This feature provides franchisees with greater financial flexibility.



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.