

CASE STUDY



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OVERVIEW

Transforming the Eatertainment Experience

Nestled in the vibrant heart of Manhattan and opened in late 2023, T-Squared Social, backed by Justin Timberlake and Tiger Woods, redefines the multi-dimensional dining experience. This premium concept seamlessly blends elevated cuisine and craft cocktails with cutting-edge Full Swing simulators for golf and an array of interactive gaming options, including duckpin bowling, darts, and premium sports viewing. Spanning an impressive 22,000 square feet, this establishment can accommodate over 300 guests, promising an unparalleled dining and eatertainment experience in the heart of the city.

COMPANY

T Squared Social

INDUSTRY

Restaurant & Entertainment Venue

FEATURES

Pocket POS

All-in-One POS

Kitchen Display System



THE SITUATION

T-Squared Social, a vast venue spread across 22,000 square feet, required a solution to overcome operational challenges in offering diverse gaming reservations, food & beverage orders, and guest interactions simultaneously. Offering an array of experiences like bowling, interactive golf, sports simulators, and darts, the concept encountered complexities for both staff and patrons. Traditional point-of-sale systems lacked the flexibility and convenience needed to streamline operations and deliver seamless guest experiences. The venue's expansive layout and diverse gaming options highlighted the necessity for a system capable of efficiently managing high volumes across distinct areas while possessing the features necessary for club memberships and large scale hospitality management.



GoTab's innovative solutions and offerings have been instrumental in our ability to streamline operations and optimize both experiences and efficiencies.

— Steven Sartuche, General Manager of T-Squared Social

THE SOLUTION

To overcome these challenges and enhance the overall guest experience, T-Squared Social turned to GoTab's innovative POS solutions. By implementing GoTab's platform, including the Pocket POS and KDS Kitchen display systems, T-Squared Social revolutionized its operational capabilities and elevated the eatertainment experience for its patrons. With features like shared tab control, smart kitchen management, and advanced administrative functionalities, GoTab empowered the venue's staff to efficiently manage inventory, menus, and shifts.

Moreover, GoTab's integration with T-Squared Social's custom-built app provides guests with convenient access to subscriptions and reservations, enhancing convenience and engagement. Leveraging GoTab's extensive POS capabilities and intuitive user experience, T-Squared Social successfully reduces costs, optimizes operations, and delivers seamless experiences for its guests.

THE BENEFITS



Streamlined Operations

By leveraging GoTab's innovative POS solutions, T-Squared Social streamlined its operational workflows, enabling efficient management of inventory, menus, and shifts.



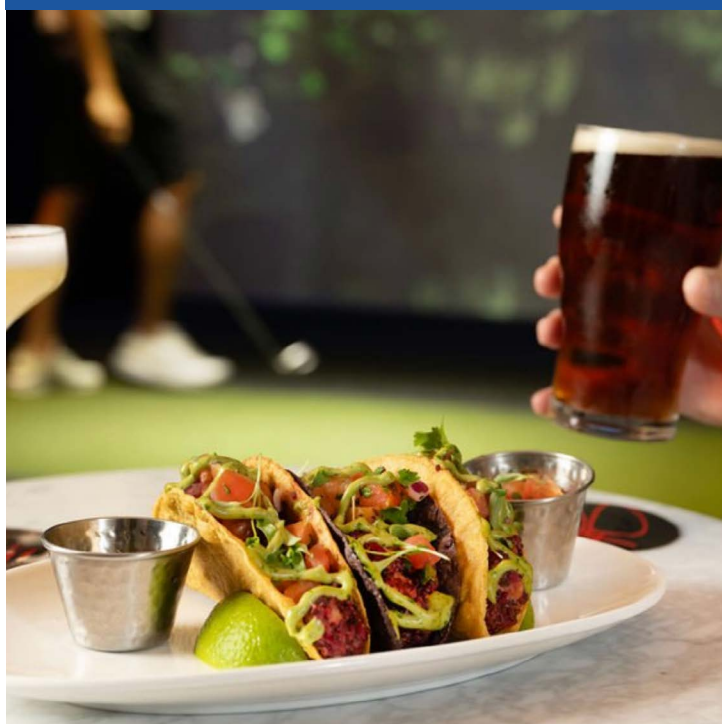
Enhanced Guest Experience

The integration of GoTab's platform with T-Squared Social's custom-built app provides guests with convenient access to subscriptions and reservations, enhancing convenience and engagement.



Cost Reduction & Efficiency

With features like shared tab control and smart kitchen management, T-Squared Social reduces costs and optimizes operational efficiencies, resulting in improved profitability and guest satisfaction.



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.