

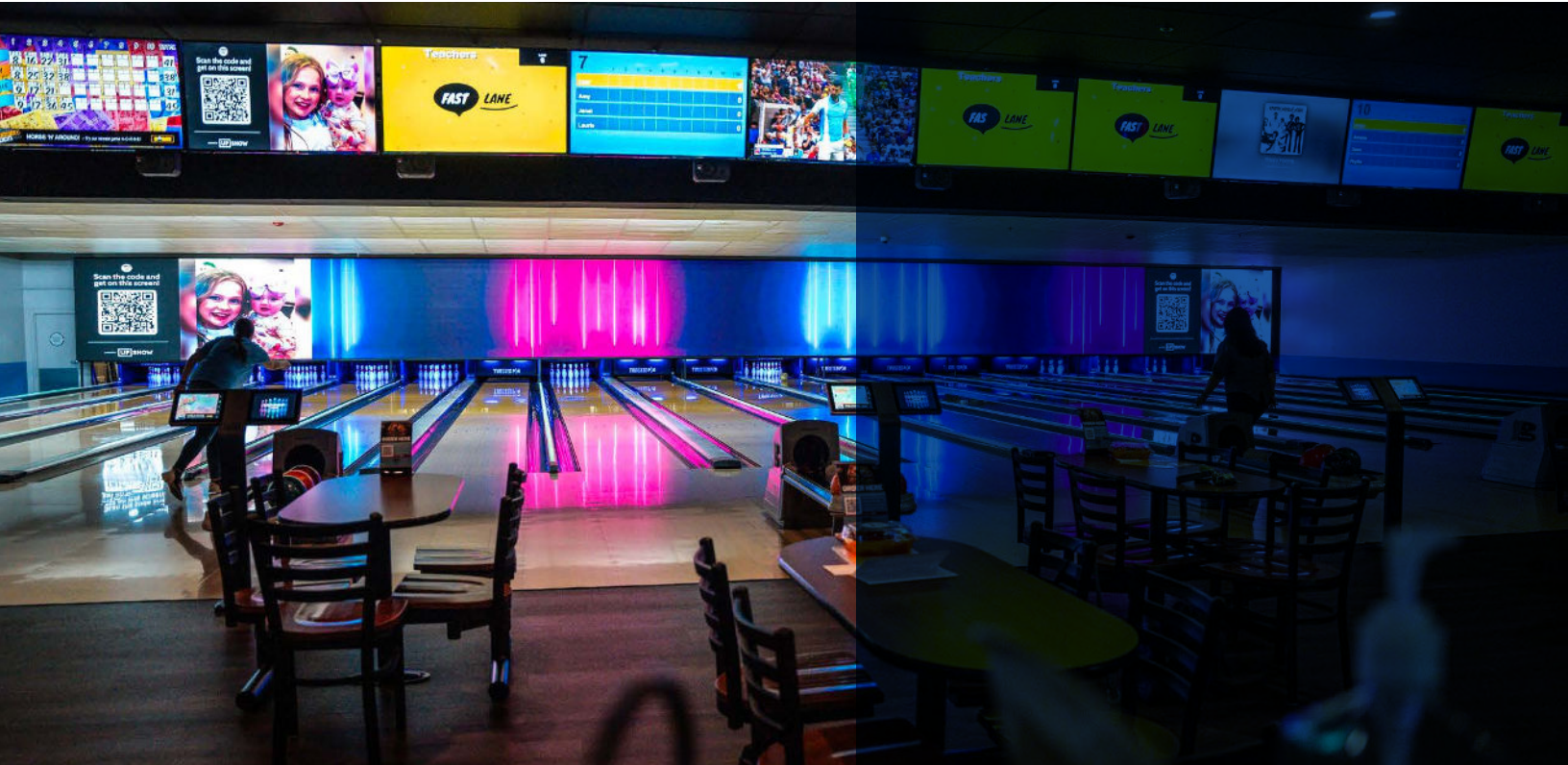
# CASE STUDY



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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



## THE SITUATION

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.



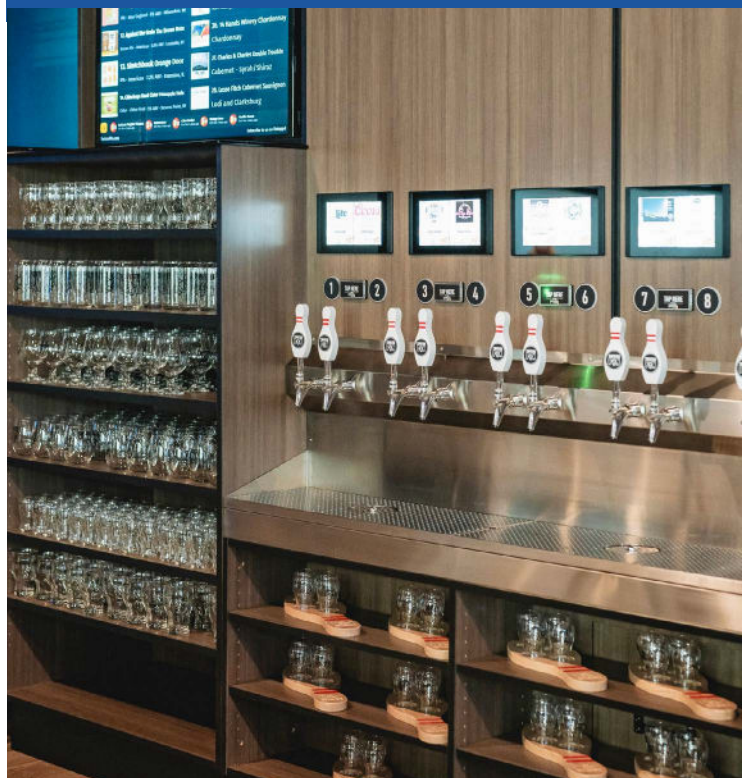
**We have seen an 18.6% increase in sales with GoTab's QR code ordering compared to the kiosk sales with our previous provider.**

**— 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.