

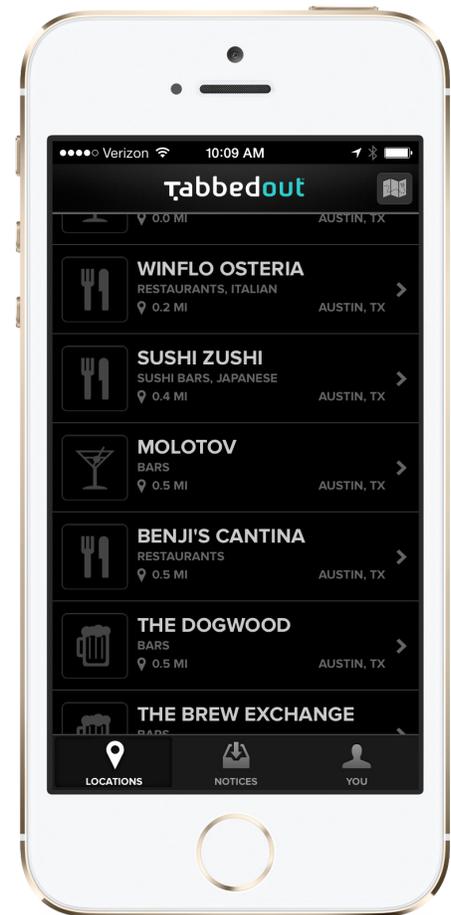
Increasing the Bottom Line

Nellie's Sports Bar in D.C. explains the revenue growth, convenience & consumer participation of TabbedOut

Interview with Nellie's owner, Doug Schantz

What benefits have you seen from offering TabbedOut?

Number one would be the convenience factor of not having the administrative task of trying to return cards, but number two very closely is helping our bottom line through additional drink sales.



Why TabbedOut?

We like the idea that it's cutting edge but it's also very friendly and easy to use. And that's exactly how we like to portray ourselves- as a very loyal neighborhood bar, but one that provides the latest trends and technologies our clientele is looking for.

What problem has TabbedOut helped solve?

We probably used to see about 15 cards left behind each night and now we're down to 6 or 7. Michael believes we've cut it in half because people who frequent

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here a lot have completely stopped giving us their cards and started using TabbedOut.

We work to educate our customers about TabbedOut up front so they can focus on having a good time instead of worrying about leaving their card behind.

Every time we have a credit card left behind, we clip a TabbedOut information card to the back of the card and hand it to the customer.

How easy / difficult was it to train your staff?

We do a heavy push during our management meetings and pre-shift meetings to teach all of our bartenders to promote it. TabbedOut benefits our staff - it's easy to use and our bartenders can focus on serving more drinks instead of running credit cards.

Besides word of mouth, how do you market TabbedOut to your customers?

We do an email blast twice a week to our customers.

We co-brand much of the TabbedOut marketing materials with Nellie's logo and we have the 'TabbedOut Accepted Here' stickers on our windows at all three of our entrances and even the deck bar.

We make sure our customers know about TabbedOut!



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