



NO JOKE!

COMEDY CLUB TURNS LAUGHS INTO PROFITS

When Duck Duck Goofs opened in Somerville, they faced the classic comedy club challenge: how to serve drinks without disrupting the show. Their solution? Skip the extra staff and go digital—a decision that would increase revenue, cut labor costs by 30%, rewards guests, and keep the laughs coming.

CHALLENGES & UNION'S SOLUTIONS:

- **Service vs. Show Balance:** Needed to maximize bar sales without disrupting comedy performances—solved through mobile ordering from seats
- **Guest Experience:** Wanted to eliminate long wait and bar crowds—achieved through digital ordering with direct to the seat delivery
- **Staff Efficiency:** Sought to operate with minimum staff—enabled capacity service with only 4 employees vs planned 6
- **System Reliability:** Anticipated typical POS hassles—found technology and support exceeded all expectations
- **Bonus Revenue:** Desired to maintain low drink prices—achieved through Union-funded rewards program at no cost to venue

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union RESULTS

**2X PROJECTED
REVENUE**

**30% LOWER LABOR
COSTS**

85% LARGER CHECKS

**\$5K FREE REWARDS
MONTHLY TO GUESTS**

"We expected to hate whatever POS partner we chose—they all usually suck. But Union has been completely different. From the system to the support, from guest experience to the reward dollars—it's been nothing but amazing."

RYAN HOWE, **DUCK DUCK GOOFS**