



Case Study

XPR self service kiosk implementation at a ballpark helped increase check average by 26%

XPR POS

The Players

XPR POS, based in Ridgefield Park, NJ is a provider of self-service solutions for restaurants, casinos, airports, sporting venues, grocery stores, parks, and other high volume food-service venues. Titbit Inc. also provides various other solutions to the hospitality market that includes tablet based ordering, digital signage and menu boards, point of sale, online and mobile ordering, line busting, and self service Kiosk.

Baseball Park located in a metropolitan area, approximately 10 miles northwest of downtown of a major city located in the Southeast.

The Challenge

Fans are the life of any live sporting event that adds a unique energy to the game. It, thus, substantiates the paramount need of providing first rate fan experience. A client - having the capacity to host more than 40,000 spectators at the managed stadium - understood that fan experience comes not just from viewing the event but her interaction with the end-to-end services offered at the location. The client focussed on the need of streamlining the food ordering experience from the concession stand.

The challenge lay in meeting the service expectations of thousands of fans during the peak hours of game start, intervals and at the end of game. Without any systematic and technological intervention, there could be a long queue at billing and pick-up counters of concession stands. It might result in fans missing that thrilling moment and the performance of their favorite player.

In addition to this there were several other challenges like:

- Unavailability of seasonal/part-time labor
- Higher order taking time
- Long queues
- Poor operational efficiency
- Missing out on potential orders
- Overcrowding at pick up stations

This experience left the fans with a 'bad taste in the mouth' and employees 'exhausted' & 'frustrated'.

The traditional solution to such a challenge would mean adding more cashiers but that would still not solve the problem of labor, language, accent, absolutely no opportunity to up-sell, kitchen inefficiency and overcrowding at pick up stations.

The client knew there had to be a better way to feed fans in the Stadium. Efficiency, quality, and variety are key to keeping the guest happy.

To streamline the ordering experience in the concession stands at the stadium, they needed to find a partner with the ability to move the self-ordering process to the next level. The company wanted a solution that enabled fans to order items quickly and easily, without waiting in line. The system needed to support both Credit Card and Cash tenders. The system needed to be easy to use and efficient. The kiosks should be of superior built, to serve the high traffic. Also, the kitchen management system needed to support fast ordering.

The Solution

The Client partnered with XPR POS to launch Self-Service Kiosk at 3 Concession Stands, to improve the performance and ordering experience of the Fans at the stadium.

The Kiosk features an attractive menu with item images, item description and upsell configured to each item. Few items like bottles of water and soda cans were set up with one tap to order that would allow fans for a quick check out. Fans can choose to pay using Credit Card or Gift Card by swiping on the card reader attached to the kiosk. Once the order is placed the kiosk provides a receipt with the pickup station number from where they need to pick up the order once they receive a text notification.

In the Kitchen, each service station has a screen with a bump bar. Orders placed at the Kiosk are displayed on the respective service stations. After completing the order, kitchen staff bump the item complete. The expeditor arranges all items in the order and marks the order complete. When the order is ready, the guest receives a text notification..

The menu can be managed using the backend content management system on a tablet or a computer. Authorized personnel can add and modify menu items, hide and unhide menu items, enable or disable ordering on kiosks.

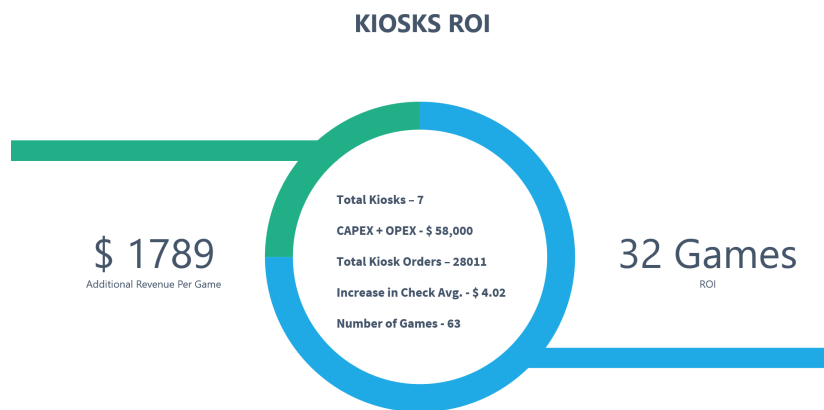
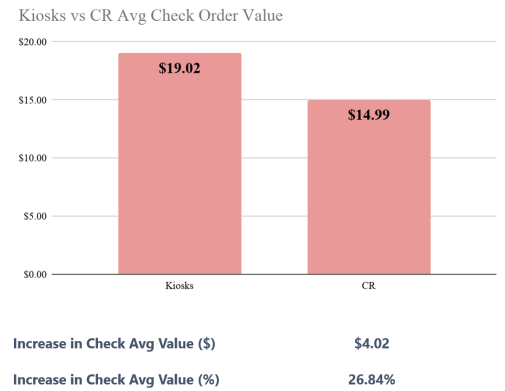
The Result

XPR's core competency lies in providing an end to end solution that includes Self-Ordering Systems, Cash Registers & Mobile POS, KDS & Order Display Boards, Digital Signage & Menu Boards, Reports & Analytics, Secure Card & Cash Payments.

With a fast implementation and seamless hand holding, the client was able to quickly roll out the services for the fans. The complete technology enabled an enhanced ecosystem for all the stakeholders - from happy Fans to organized Chefs' kitchen.

The client also quantified the generated benefits and concluded with an ROI of just 32 games - almost half games of professional league season. There was an increase in check average value of 26% - compared to the cash registers - resulting in additional revenue per game of \$1789.

The Kitchen Display System streamlined operations and optimized the use of labor through intelligent load balancing, real time order status tracking and tracking kitchen performance using reports & analytics.



Talk about owning it! Implementation staff would stay on site as late as I would let them, testing, re-confirming results – with daily updates – professional suggestions – and even when those steps were not 100% effective , began with their Development to create ‘recovery workarounds’. Their findings, and more importantly the way they presented them, has helped us, our client, IT staff, learn and improve.

Manager, IT Field Systems, Ballpark

Looking Ahead

Stadiums across the world are tasting the benefits of seamless technology. Understanding the journey of fans experiencing the team brand is the key to amaze your loyal customer base. XPR believes in its key words of eXperience - Performance - Result while supporting businesses in delivering value to customers. We are ready to deliver similar results to sporting venues, while working with the clients Looking Ahead.