A photograph of the Aviva Stadium at night, illuminated with blue lights. The stadium's distinctive curved, translucent roof is visible, and the word 'STADIUM' is partially visible on the left side of the building.

Aviva Stadium sees sales at combined cash and RapidQ app bars increase by 125%

The challenge The solution The results In their own words

Aviva Stadium had two key goals in mind when looking to offer its new ordering service. First, it wanted to enhance the customer service offer. Second, it wanted the service to start out as an exclusive incentive for venue's 10,000 season ticket holders. Its greatest challenge was to serve patrons within its 15 minute half-time break, when 60% of the day's total food and drink sales are made.

When Aviva Stadium started to explore the market in 2013 there were no providers in Ireland that offered a platform with the functionality of Preoday. From the outset, Aviva found that the company understood what it wanted to achieve and how to implement that. Furthermore, it went the extra mile, providing support remotely and on-site during days it knew the Aviva Stadium team was launching the app or expanding its scope.




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Aviva Stadium started cautiously, kicking off its use of the Preoday platform with a one-day trial during the 2014 Six Nations and grew from there, with the 2018 season seeing RapidQ's most successful year yet with numerous innovations.

In February 2018 Aviva turned half of two of its Public Level Bars into a Rapid Q collection point. Sales at these combined bars are showing a 125% increase in sales compared to when they were just cash bars.

This has increased the productivity of the staff working in this bar and has transformed the bars from a quiet area into a bustling environment.

Additionally, the team hardwired all of the connection points, while also increasing the number of staff at each collection point. The company now has a much more dependable connection to customers' orders and plenty more hands to serve them. Towards the end of 2018 it moved towards barcode scanning, which has now increased the speed of service and ease of use.




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Each season the stadium has seen order numbers, and order values steadily increase and in 2018 the use of the app saw particularly strong growth, increasing revenue by 62.5% and orders by 64.8% from 2017. This was fuelled by an overall increase in customer numbers of 58% from 2017 to 2018. Many new customers used the platform for the first time in 2018, but 36% were returning customers from 2017, showing the continuing popularity of the app.

Rapid Q has been downloaded over 10,000 times and in 2018 the team saw customers ordering again and again, with on average, 2.3 orders per customer. To date, one customer has placed an amazing 58 orders through it and 30 customers have ordered 10 times or more! In 2018, 5% of sales revenue was brought in by the RapidQ app at locations where RapidQ is available.




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Martina Flood, Head of Catering Operations, Aviva Stadium said:

“The cashless stadium is something that is closer to reality than ever before and there is no doubt that platforms, such as those provided by Preoday, will be huge contributors towards this. Customers want to be able to purchase, not only their food and drink, but merchandise, matchday programs and possibly tickets for upcoming matches digitally.

“I have personally worked with the Preoday team for four years. They are professional, experts in their fields, supportive – but what is more, they completely understand our business and have the ability to adapt the nature of the app from a sports stadium to a racecourse – which have very different flows of service and expectations. I look forward to many more years working with them in what is a true partnership, and am excited to see what is next for the RapidQ.”



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