

**Streamline event  
ordering, grow your  
revenue and delight  
customers**

**preoday**

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## **Event venues are investing in digital ordering and complementary services in order to enhance the customer experience.**

By streamlining ordering and payment, offering loyalty solutions and collecting data that feeds into personalised marketing, they create a journey that brings in higher revenue and feeds customer delight. What's more, they can use the data and information they gather to make more informed business decisions

Digital ordering can be employed by venues of all sizes and purposes - as long as there are food, drinks or goods for purchase. Preoday has worked with brands from international stadiums, to local theatres. From enterprise-sized entertainment companies to charity refreshment stands. We're here to share our experience of the event industry and explain why we should be your digital ordering partner of choice

*Nick Huckler*

Chief Executive Officer



# Why event venues need digital ordering:



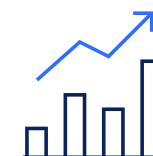
## Discover new sources of revenue

**40%** of people prefer to order online, and when they do, they spend more than when placing an order in-person. (Deloitte)



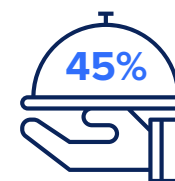
## Increase customer numbers

**57%** of companies in the contract catering and food services industry believe that reducing queue wait times will improve food outlet footfall. (Omnico)



## Withstand the competition

It is believed that **57%** of medium-sized businesses are already using business intelligence and analytics, if you're not, you're at a distinct disadvantage. (SMB Group)



## Faster service for greater returns

If service was faster **45%** of visitors would likely spend **50%** more (Preoday)





# Benefits to event venues:

- ✓ **Remove backlogs at the bar**  
Staff can prepare orders and customers can simply pick up their order from a designated collection point - or have it delivered to their table/seat.
- ✓ **Capture the lost pound**  
Persuade customers reluctant to queue to place an order.
- ✓ **Streamline event management and pre-ordering**  
Remove the heavy, manual admin traditionally associated with pre-ordering for large groups.
- ✓ **Improve stock control and test new menu items**  
Customers ordering in advance (days or weeks before) mean operators can be more precise with orders.
- ✓ **Priceless marketing data**  
Get to know customers through smart data and analytics and use that information to segment users and create personalised campaigns.



## Some of our clients

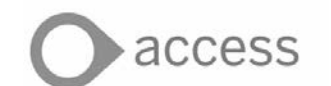


## Global technology partners





## Integration partners







# Award winning RapidQ app, powered by Preoday

Autumn 2019 saw Preoday sports and event client, Aviva Stadium, win Best Use of Technology at the Foodservice Cateys - the 'Oscars' of the hospitality industry.

The award was open to operators from any sector of foodservice and recognises business or individuals who have delivered innovative technology that has made a tangible difference to their business in the last 12 months.

The stadium's introduction of digital ordering service app 'RapidQ' in 2018, has resulted in a 125% increase in sales from 'RapidQ' bars in the stadium compared to when they were just cash bars, an uplift in productivity of staff and has transformed the bars from quiet areas into bustling environments with lots of energy.

Chris Chidley, Managing Director, Compass Ireland, concluded: "Our team at Aviva Stadium are always looking to innovate and enhance service. Customers want to be able to purchase not only their food and drink, but merchandise, matchday programs and tickets for upcoming matches digitally. It's great to see the development and positive effect over the last 12 months at the stadium and to see the team recognised for their hard work is a great reward."





## CASE STUDY

# Rhubarb & the Royal Albert Hall

### The Challenge

Since 2011, premium caterer rhubarb has provided all food and drink at the Royal Albert Hall. Despite having numerous bars and ordering points available to guests, refreshment queues grow during performance intervals, creating bottlenecks for service. In 2018 rhubarb was looking to supplement its existing web order system with a mobile app ordering system that would also offer the flexibility to offer any new services it wanted to launch. The caterer was looking for something more user-friendly, mobile-responsive and on brand. The rhubarb team was already aware of Preoday so when it was looking for a new service, it approached the digital ordering provider.

### The Solution

The service introduced at the beginning of October 2018 replaced the existing system and allows box ticket holders the opportunity to order food and drink to their box up to 48 hours before a performance via the digital service (through the mobile app or online). Audience members with seats in the auditorium can use the app or online portal to place and pay for drink and snack orders in advance and up to 10 minutes before the interval. They then collect their prepared refreshments, from a preferred bar, at any point during the break without the need to queue.

The comprehensive menu on offer ranges from sharing boards and sandwiches, to champagne and soft drinks. Using the Preoday platform streamlines the existing processes in place and enables rhubarb to provide special seasonal offers. For example, during the Christmas period it was able to upload a 'festive menu' to Preoday which ran alongside the normal menu for guests booking food and drink for Christmas shows.

### The Results

The takings have remained very positive since Preoday was implemented. In the first three months that the Preoday platform launched (October – December 2018) rhubarb observed an average order value increase of almost 60% compared to the previous three months using the old online ordering service.

Staff have been positive about the new system as it is easy to use and quick to update. It needed a solution which enabled the staff to do their job quicker and more efficiently, and Preoday has provided that.

There are several different teams using Preoday at the Royal Albert Hall: from the event planning team who manage the setup of the menus and processing orders; to the chefs who pull the stock reports from the back-end of the platform; to the operations team who ensure all orders are delivered to the correct boxes, and all have responded very positively to the new solution. Audiences love the service.

Day-to-day, audience use sits at around 8% of all audience members, but depending on the right show, this can increase to up to 60%.

### In their own words

*“Our main aim when searching for a new box catering solution was to find a platform which greatly enhanced the user experience for our guests. We felt confident that a newly designed platform would greatly increase the revenue potential for our box ticketholders, which is why we chose Preoday as a solution. Preoday has delivered a sleek, easy to use and on-brand platform through both a desktop and app solution, which has seen 33% of customers signing-up to Preoday through their phones, highlighting the need for a mobile-responsive solution. We also now have the added benefit of being able to track all bookings through the platform, enabling us to monitor customer behaviour and tweak the booking journey as a result of this.*

*“The implementation of Preoday was incredibly easy and allowed us to seamlessly transition from our existing platform to this new solution. Preoday took the time to understand our business and the existing processes we had in place, to ensure that we were using Preoday in a way that worked best for us.”*

- Christopher Rettie, Director of rhubarb at Royal Albert Hall

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CASE STUDY

# Premier event venue, The Brewery

## The Challenge

The Brewery is a premier event and fine dining venue in the City of London. No stranger to pre-ordering, The Brewery has long since recognised the need for a solution to manage and streamline the long and complicated ordering process associated with event organisation.

Before September, the venue had a system in place, but found it both labour intensive and prone to human error. It's because of this that it wanted to move to an online service, one that paired better with its first class on-site service offering. Its requirements included the need to offer live updates. With a menu that changes regularly and the potential for items to run out during an event, it was essential that the team had access to an online menu which could be updated in real-time as required. Additionally, due to it running a number of private events throughout the year, The Brewery sought a way of creating secure codes that would allow clients privacy when ordering. Of course, above and beyond everything else, it needed to improve the Brewery's operational efficiencies, allowing the right people access to event ordering information, and keeping that information accurate and up-to-date.

## The Solution

Before selecting Preoday, The Brewery team spent time researching the market and exploring which products best covered their specifications. Already fulfilling most of them, Preoday was willing and able to adapt its technology platform to meet others, for example, adding a new feature that enabled the use of discrete event codes rather than names.

Implementation was easy, and since the service was introduced, feedback has been positive. The team has also enjoyed their relationship with the Preoday and comment that they "are always at the end of the phone, ready to answer any questions".

## The Results

The Brewery is now rapidly collecting ordering data with the intention of applying identified trends to future event decisions, including stock control. It uses the data gathered by the Preoday platform to gauge the popularity of new, limited edition or seasonal items. This has allowed it to try out new products before committing them to menus permanently. It also started to increase its pre-ordered food offering and explore different drinks packages for various stages of the evening.

Beyond menu and stock management, Preoday has had a marked impact on productivity at The Brewery; the time saved has been the equivalent to the input by two staff members under the old system. It's an outcome the team is, naturally, excited by.

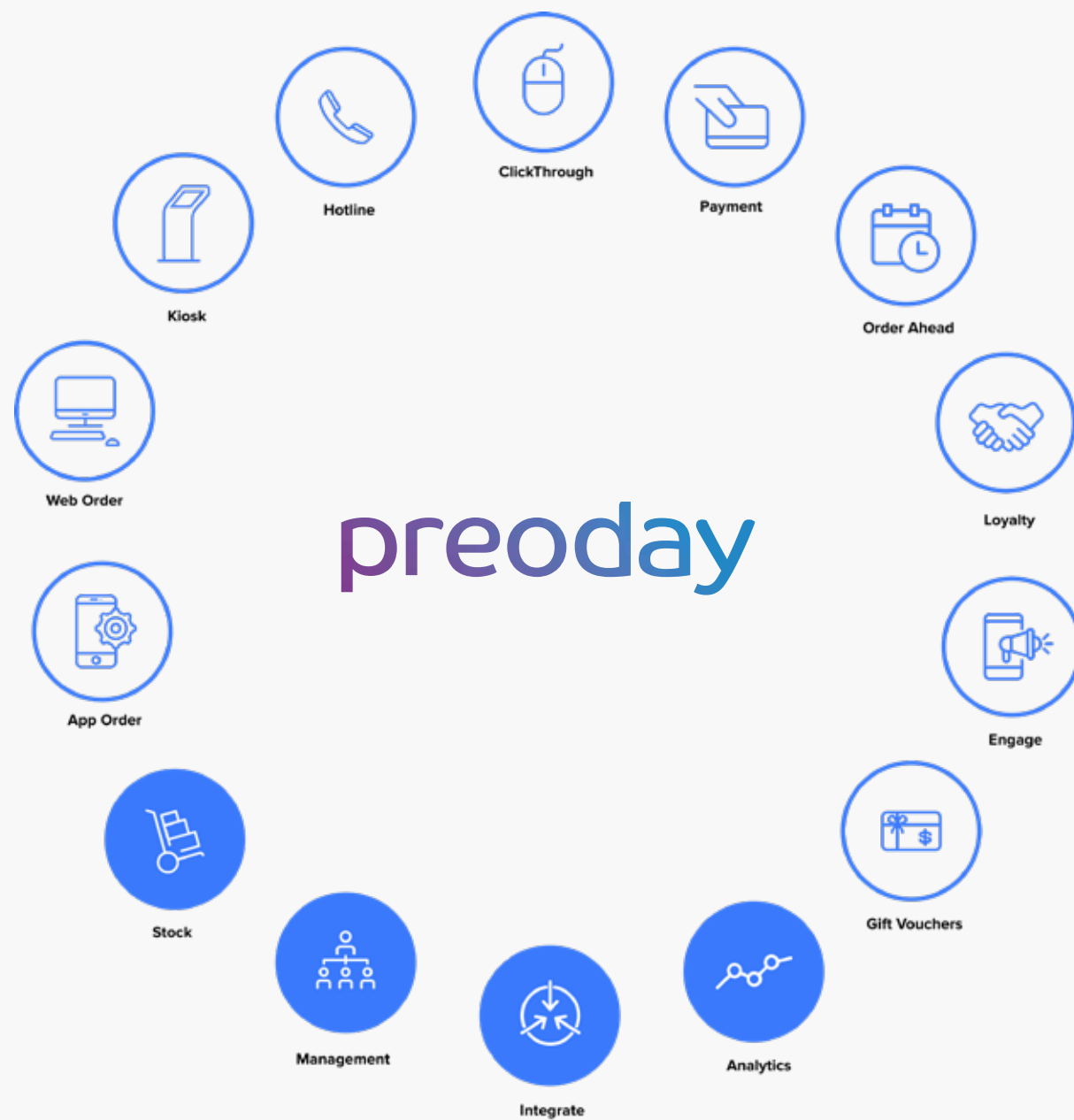
## In their own words

*"We were looking for a system that worked for us and our unique needs, in Preoday we've found that. Stock control has benefitted, we know our most successful wines at a glance and we have the extra time we need to give clients the exemplary customer service they deserve and expect. The team and the technology are proving to be the perfect pairing for us."*

- Felicity Michelli, Head of Event Delivery, The Brewery

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# About Preoday

Preoday is a robust digital ordering platform that helps food and retail businesses around the world open new revenue streams and improve relationships with customers. Preoday enables businesses to offer branded online and pre-ordering facilities to customers purchasing food, drink and merchandise.

It provides a white-label service to businesses ranging from restaurants and cafes to corporate caterers, theatres and stadiums. Preoday works both directly with businesses and partners including resellers, technology providers and ticketing agencies.

[www.preoday.com](http://www.preoday.com)

