

**Hospitality | Food | Events**



**Mobile and online  
ordering for the  
sports industry**





# We pride ourselves on understanding our clients intimately

We wanted to share our experience in your industry and tell you why we believe we should be the mobile and online ordering provider of choice for your business.

Enjoy some of the highlights of our work with sports brands and stadiums.

*Nick Huckler*

Chief Executive Officer

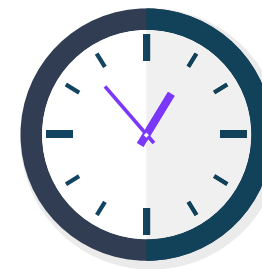
preoday



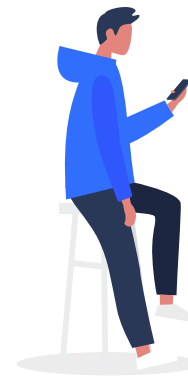
# What your customers want at events, are you giving it to them?



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



People queue **30 mins** on average to make a purchase



**64%** would be likely to use in-seat ordering if it was available



**77%** say a long wait for service can create a negative experience of the event



**45%**

decided not to buy food and drink because of long queues and lengthy waits



**40%** didn't even leave their seat to try buying food and drink

**9 in 10** said they would like to pre-book parking



## Methodology

Research gathered from an arena event with a capacity of **15,000** people. The venue had 3 large-scale restaurant and bar venues, 20 fast food outlets and kiosks.





# Our stadium and sports experience

## Clients

National  
Theatre

AFAS Live

  
Royal Albert Hall



 COMPASS  
GROUP



DUTCH  
NATIONAL  
RAIL FT

  
AVIVA  
STADIUM

  
THE JOCKEY CLUB  
CATERING



 BATH  
RACECOURSE



preoday





## Global technology partners



## Integration partners







# What our clients say: Aviva Stadium

I have personally worked with the Preoday team for 4 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.

*Martina Flood*

Head of Catering Operations, Aviva Stadium





## What our clients say: **Bath Rugby**

“Pre-ordering has already proved that a simple change in operations can have a significant impact. While the normal queue might be 100 people deep, our click and collect queue rarely has more than five people in it, and that’s because of the speed of the service.

We believe strongly in the potential of the Preoday platform and have been spurred forward by the excellent feedback we’ve had from the supporters making use of it, and enjoying a smoother match experience, week after week.”

*Alex Cohen*

Head of Operations, Bath Rugby





**Our client successes**  
**Get the inside scoop**  
**on how our platform**  
**has helped our clients**



# Our client success: Aviva Stadium

## The impact of mobile ordering in their own words

### Interview with Martina Flood, Head of Operations – Sports, Leisure & Hospitality – Compass Group Ireland, about the uptake of pre-ordering. What benefits does pre-ordering technology offer Aviva Stadium and spectators?

Aviva Stadium in partnership with Preoday operate a pre-order app called RapidQ. This gives our patrons an opportunity to preorder their drinks at a designated time and from a predetermined collection point, taking away the stress of queuing up and waiting at peak times to be served.

It gives us in Aviva Stadium another way to provide the patrons with an enhanced customer experience during their visit to the stadium.

Once a guest has downloaded the app they can choose whether they would like to receive marketing and promotional material for future events. This enables us to inform those guests in advance of any special offers we may run and provides us with a database of our guests' buying patterns to service this.

## We have proven global experience:

I think it works very well in a sporting environment or indeed a theatre environment where there is pressure on service points at key times during the course of the event. While this offers benefits as outlined above there is evidence to suggest that this type of technology is better received at sporting venues where the game operates over a longer period of time – such as horse racing, American football, baseball and concerts.

When we first launched a pre-order app it was for in seat service – however, we learned that patrons do not wish to have their viewing disturbed whilst in their seats. We then launched the first model of click and collect with two designated collection points on our premium level. This has now grown to 8 collection points across the stadium. From experience we have found that in order to gain traction from such an app, shortlead marketing must take place – this includes a mail shot to all previous users and social media marketing. Additionally when we first went live with our click and collect, the need for improved Wifi was recognised

– working with our partners at the stadium wifi capability was increased to service this.

## How have supporters reacted to the technology?

It is well received by those who use it on a regular basis – we see repeat guests consistently using the service on event days. The general feedback from them is that it is a great addition to services in the stadium and provides fast and efficient food and beverages during the busy periods – in particular for half time ordering.

## What does the future hold for the RapidQ app and pre-ordering at Aviva Stadium

Through our partnership with Preoday there will be a move to encourage guests to pre-order as soon as they buy their ticket for the event. In addition to this we will be trialling allowing guests to purchase at any time (currently we provide them with timed options) at our upcoming concerts. Ideally in the future we would envisage that pre-ordering will become the norm from a guest's perspective – however, this is perhaps a number of years down the line.



# Case Study: Racing success

**In the Summer, a sporting event took place with bookies taking thousands of pounds from bets. Celebration and commiseration were aided by the on-site hospitality and the opportunity to pre-order refreshments from the venue's branded pre-ordering platform.**



Chief Operating Officer, Preoday

## Challenge

With more than 100,000 visitors expected at the event and Britain's balmy summer under way, the venue's catering team knew it would be working flat out to deliver refreshments to long queues of eager, thirsty attendees.

It's a challenge it faces at many similar events. As such the team is always on the lookout for ways to provide guests with an added value customer experience, reduce queue sizes and streamline the drink purchasing process so as to maximise the time guests can spend watching the show.

## Solution

Having used Preoday's mobile and online technology for a number of years for their main annual event, the venue launched the service before the event this year. Every year, the catering team uses the data collected through the platform to analyse the most popular drinks, where they were ordered from, and how many customers returned to the bar. With that data informing decisions, it's no surprise that from the first to

the second year, pre-order numbers grew by 68%. Going into the season, the team, using its gathered knowledge and experience, expanded the range of drinks available to guests and set itself an ambitious revenue target.

## Results

The catering team smashed its revenue targets; it saw a 32% uptake in revenue and an 84% increase in paying customers from the previous year. Along with Prosecco, the new drink options were established as being most popular with attendees.

An effective marketing campaign which included improved website exposure and an appealing discount of "15% off your next order", led to a significant increase in web-orders. Orders placed online doubled from 7% of total pre-order revenue in the previous year to 14% in this year. Customer feedback was also highly complimentary; many praised the decision to expand the drink selection while others complimented the associated app discount and commented on the improved queuing time.



# Bath Rugby in the International Business Times

**Like a takeaway at the stadium:  
What if we didn't have to queue anymore?**

**Start-up aims to eliminate queues at big events by allowing customers to pre-order their food and drinks.**

*Dan Cancian*

International Business Times

Most of us have found ourselves in similar circumstances. At the football, at a festival or during a gig - whatever the event, the prospect of queuing up for drinks or food is never an enticing one, particularly as it almost invariably leads to missing some of the action on the pitch or on stage.

Seasoned sports fans and concert goers have often tried to leave their seats shortly before half-time or in between sets to beat the rush, but the tactical benefits of such a strategy have long disappeared given the increasing number of people following a similar approach.

However, spectators at some of Britain's major racecourses and theatres can simply walk up to the bar at half-time and pick up food and drinks they have pre-ordered via their phones.

Yet awareness about the technology remains relatively limited. Is it because of Brits' long-lasting love story with queues does the problem lie elsewhere?

Matt Graywood, chief operation officer of e-commerce platform Preoday, the platform behind the technology, believes the answer has little to do with habits.

"It's not that hard to convince people to change their habits if the benefit is clear," he tells IBTimes UK.

"What is harder is raising awareness of the alternative methods available. Humans like to feel safe and stick with that they know, but their need for ease and convenience is stronger."

The National Theatre, the Old Vic, Dublin's Aviva Stadium and Bath Rugby's Recreation Ground are among the venues equipped with the technology.

The Jockey Club, which operates 15 racecourses in Great Britain, including Epsom, Aintree, Cheltenham and Newmarket has also adopted the platform, as has entertainment promoter Ticketmaster.





### A 'tipping point' is imminent

Last year, Preoday polled members of a stadium audience in Sweden and found 77% said a long wait for service can create a negative experience.

On average, they had waited 30 minutes to make their purchases and, on the day, 40% didn't even leave their seats to attempt to try and buy food or drink. Clearly faster methods of ordering and collection could cause a positive change in similar venues, which is why Graywood believes the technology will reach "a tipping point" over the next 12 months and will then spread quickly. For example, at Bath Rugby's Recreation Ground, all fans have to do is log onto the club's app, select the drinks and food they want and choose whether they would like to collect their order before the game or at halftime.

Once they want to collect their order, fans queue through a dedicated lane in one of the bars, thus avoiding much longer queues elsewhere. As IBTimes UK found out when it tested the system itself, the whole process takes a fraction of the time compared to a normal queue, much to the chagrin of the spectators stuck in the traditional line.

The new system has just been introduced but according to Bath's director of operations Alex Cohen, it has already proved a roaring success.

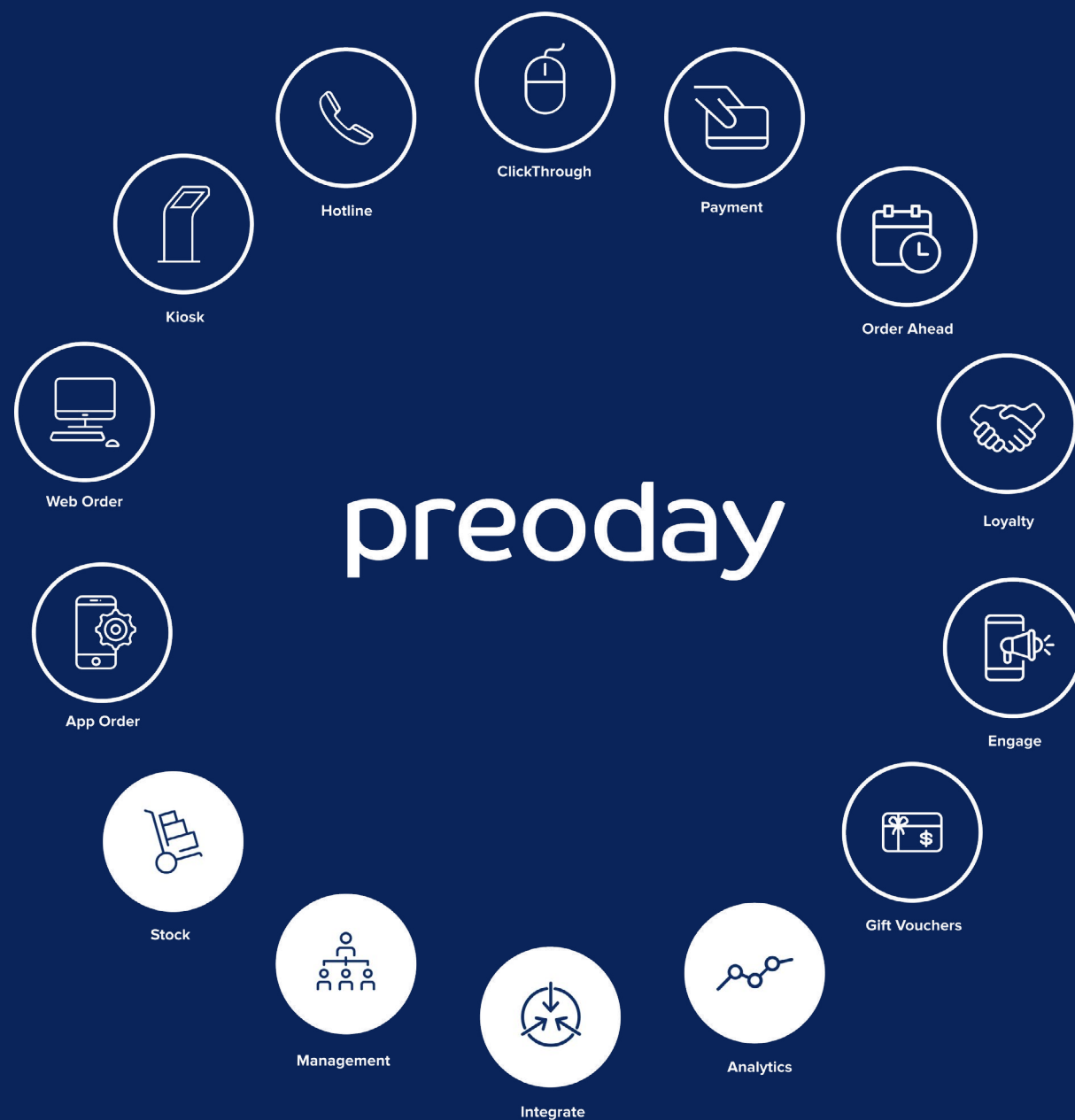
"We had to think through how we present the app to the supporters but, although it's in its infancy, it's going really smoothly on the ground and gathering good pace with the supporters," he tells IBTimes UK.

The caveat of this particular technology is that it is accessible only via a smartphone. While they make up the overwhelming majority of handsets these days, would less tech-savvy fans find the system not appealing?

"We have a huge range in the demographics of our supporters," explains Cohen.

"Our strategy has been to target the younger market which will, in turn, alleviate the queues for others less inclined to want to use this kind of technology. There is more for us to do in that respect but passing trade on the day has also proved fruitful."





# 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)

