

Preoday success:

Bath Rugby



Bath is an unusual stadium in its geographical and physical constraints. The popularity of the team regularly sees it bursting at the seams with supporters. The bar staff are experienced and able to work quickly, yet waiting times can be significant.

While the operations team knew it couldn't change the physical structure of its stadium, it could adapt operations to reduce the queues causing bottlenecks and poor crowd flow.

With pre-ordering, it saw an opportunity to put its ideas into action, improving the customer experience while increasing long-term revenue potential.

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Implementation

Bath Rugby was pleased by the option of a white-label solution as well as the Preoday platform's strong back office functionality. It also liked Preoday's association with big name companies like Ticketmaster and was confident in the long-term resilience and the business' ability to scale. With many clients seeing performance improvements as a result of its technology, Bath Rugby felt assured that it was in the best possible hands with Preoday.

Bath Rugby started small, promoting the app through social media and then erecting signage within the stadium. As supporters began to download the app and place orders, operations were adapted to suit demand. Since then the service has been scaled up and pre-orders now account for 5% of bar revenue.

The result

Since introducing pre-ordering before matches and at half-time, Bath Rugby has seen an increase in the bar's average transaction value. Via pre-ordering, the average basket size is £13.93 and over 1,500 orders have been placed on the app in the last year. More than 50% of those placing an order have done so more than once.

Noting that refreshment sales for sports matches are often inconsistent and dependant on the weather, kick-off time and day, and general mood of the crowd, Bath Rugby is pleased to see pre-ordering revenue on an upwards trajectory. In the future it hopes to move the percentage of sales from 5% to 20% of total bar revenue.

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We are aware that our current infrastructure means there are limited actions we can take to physically change the length of queues at the stadium, however pre-ordering has already proved that a simple change in operations can have a significant impact. While the normal queue might be 30 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 week after week.”

Alex Cohen,
Operations Director at Bath Rugby