



Preoday Success: Birmingham Town Hall and Sympony Hall

The challenge The solution The results In their own words

Birmingham Town Hall and Symphony Hall (THSH) are concert venues in Birmingham with a combined seating capacity of 3,324.

Wanting to offer visitors the opportunity to order refreshments in advance of their visit, the venues sought a dedicated solution that could meld seamlessly with their existing branding and serve both halls at once.



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Working with Preoday, it created its own mobile app and online ordering portal, powered by Preoday, but belonging distinctly to THSH. In building the platforms, THSH knew it was catering to two sets of customers: concert ticket-holders who would enjoy fast-moving interval refreshment queues, and guests of private events that pre-book table drinks.

Preoday created an online ordering page, and separate mobile app that could cater to both audiences' needs. Using the technology, the operational team can access all orders and customer data, as well as introducing updates and amendments, through one simple dashboard.



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Working with Preoday's technology, THSH is proud of the operational efficiency with which its bars are managed; patrons rarely wait for any length of time when making interval drink purchases.

At private events, Preoday's technology has allowed the halls to minimise the administration associated with the booking of event table drinks. THSH's online ordering portal has cut paper handling to almost zero. Clients have been quick to realise the benefits and now 95% of corporate orders are being processed using the technology.



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Isabel Hyams, Head of Bars and Hospitality at Performances Birmingham Limited, said:

“When launching our mobile and online ordering services we expected concert-goers to be our largest audience. In fact, despite the technology proving popular with them, it’s been the corporate and private event customers that have surprised us with their enthusiasm for the solution.

“Predominantly, the technology has been popular for table ordering, but we’ve also been able to utilise it for bespoke food orders.

“I would also add that we’re always happy with the service provided by Preoday. From the start, they listened to our unique requirements and built us a product to suit. The team is always at hand to answer queries or solve challenges and we can always expect a fast and constructive response.”



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