



**Stop fans wasting  
their half-time in line...  
enable your customers to  
order drinks in advance**

# Preoday provides a technology platform that enables mobile and online ordering and pre-pay for businesses serving food and drink.

## Preoday for stadiums – 5 easy steps

1. Offer customers the opportunity to order their refreshments before arriving at the game – from their phones
2. Customers are sent an email with a confirmation code
3. Customers can pay in advance or on collection
4. The bar receives the orders on the order screen
5. Bar staff serve the customers when they come to the bar and show the confirmation code

## The Preoday platform

- Provides a branded mobile and online ordering experience, with a clean user experience, supporting multiple currencies
- Enables hospitality businesses to offer pre-order and pre-pay functionality to customers
- Supports loyalty programs and upselling capabilities
- Offers multiple ordering channels through the same web-app and online order screens, including: phone app ordering, online ordering and vouchers
- Can operate independently or integrate with existing EPOS, CRM and loyalty systems
- Operates in the cloud and can be implemented quickly and ubiquitously

## Benefits to sports venues

- Increase revenue - Cutting queues allows you to serve more customers within the tight half time break, bringing in more revenue
- Grow basket sizes - 40% of people prefer to order food and beverages online, and when they do, they spend more than when placing an order in person. (Deloitte)
- Improve loyalty - Get to know your customers better through the data our system provides

## About Preoday

- Operates globally and supports a wide variety of hospitality industry players such as pubs, bars, restaurants, theatres, stadiums, cafes, coffee shops and caterers
- Can support operations ranging from a single location to large operators with multiple brands and thousands of locations
- Works both directly with hospitality businesses and partners including resellers, ticketing agencies, technology providers and food tech start-ups