

Capture the 'lost pound' and reduce interval queues with Preoday



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Those that enjoy going to the theatre know the joy of relaxing into a comfortable seat and being immersed in a performance. They also know the sudden feeling of adrenaline as the interval comes round, and the rush to the bar starts.

When queues are long, and entire intervals are spent waiting to be served, it can put quite a dampener on the experience. Theatres know this, and that's why they're looking to evolve. They're constantly competing with cinemas, and a widening range of other entertainment, for the consumer's time.

And it doesn't stop once audiences are through the door. They've then they've got to convince people to buy their refreshments in-house, rather than sneaking them in from external sources.

By streamlining pre-show and interval ordering and, where relevant, payment, they are kick-starting this change. More and more are launching digital, online and mobile options for bar collection, while in-seat delivery is also growing in popularity.

Preoday has helped some of the biggest - and smallest - theatres in the world digitise their offering. From The Old Vic and National Theatre in London, to Auckland Live in New Zealand and Nationale Opera en Ballet in The Netherlands. We're here to share our experience of digital ordering in this market and explain why we should be your technology partner of choice.

Nick Huckler

Chief Executive Officer

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Why theatres need digital ordering



Capture the 'lost pound'

70% of customers accessing the in-seat delivery services say they wouldn't be without it. (Preoday)



Improve the customer experience

51% of UK consumers feel they have had experiences ruined as a result of queuing. (Qudini)



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)



Consumers demand technology



Streamline operations to improve productivity – 48% of hospitality operators believe offering the ability to pay using a mobile app, kiosk or iPad to reduce queues improves operational efficiencies. (Omnicore)



Consumers are demanding a variety of ways to pay – 90% of consumers say it is important for businesses to offer a diverse range of payment methods. (Sage Pay)



Consumers want to be able to use their phones - 90% of consumers view their phones within an hour of waking up and 80% do the same within an hour of going to sleep. (Deloitte Global Mobile Consumer Survey)



Discover new sources of revenue – When customers buy online, they spend more than when placing an order in-person. (Deloitte)



Benefits to theatres



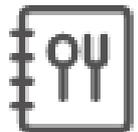
Remove backlogs at the bar

Staff can prepare orders and students can simply pick up their order from a designated collection point, have it delivered to their table/seat, or other designated places on campus.



Priceless marketing data

Get to know customers through smart data and analytics; use that information to give customers access to great deals, based on data and tailored to their demographic.



Test new menu items

Update, add and remove items from menus in real-time, without hefty printing costs or disappointing customers with out-of-stock items.



Access fresh revenue streams

Encourage customers that wouldn't normally leave their seat during the interval - or who sneak refreshments in - to buy theatre refreshments

Some of our clients



Royal Albert Hall

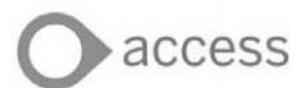


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A selection of partners



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Case study:

HQ Theatres

Preoday provides mobile and online ordering technology to all 12 of HQ Theatres' venues across the UK. Starting with G-Live in 2016, the remaining eleven theatres went live throughout 2018.

The Challenge

In 2016 HQ Theatres had already recognised a need to grow the average customer spend and was seeking ways to achieve this without falling back on traditional, hard sales tactics. A review of in-venue bar activity revealed pre-show and interval queues were often 6-10 people deep. Combined with the challenging logistics and layouts at some of the group's older theatres, it was clear that improvements could be made.

The team was equally keen to mobilise customers that choose to remain in their seats throughout show intervals. From observations it estimated that 30-40% of ticket-holders would remain seated, without making any additional spend.

The Solution

HQ Theatres first released its pre-ordering platform for guests at G Live, Surrey's leading arts and entertainment venue. The launch was a success and presented the team with numerous learnings which it knew could be applied to other sites. Still, with every venue facing its own challenges in terms of layout, operations and connectivity, it decided each needed its own, unique strategy.

The Result

Once the venues had been surveyed and strategies established, roll-out began. The theatres began with pre-show collection, which, once working seamlessly, was extended to include interval times.

At The Cliff's Pavilion it was decided to tap into the 30-40% remaining in their seats by offering in-seat delivery. Here, in-seat delivery proved a game-changer. Now, approximately 70% of those using the in-seat delivery service say they wouldn't be without it. It has been such a success that HQ Theatres is rolling it out to other venues in the HQ Theatres Group.

In their own words

"Pre-ordering has opened fresh revenue streams for HQ Theatres, encouraging guests that wouldn't even consider ordering in the past, to purchase refreshments. We've put a lot of effort into education around the technology, and the marketing plus staff training have really paid-off. Having great support from Preoday throughout the process has been invaluable.

"It's wonderful that what started as a project looking into what other theatres were doing, has proved to be an excellent opportunity for us and one which continues to grow."

- Mark Hollington, Hospitality Director, HQ Theatres

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.

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