The Connected Stadium

20 Ways to Increase Revenues with Web and Mobile Technologies

Web and mobile technologies are changing the way people live. How people communicate, work, and spend their leisure time are all influenced by the internet. The good news for the leisure and hospitality industry is that web and mobile technologies can help you to engage with your customers as never before. That engagement leads to greater loyalty and improved revenues and profitability for your business. Oracle Hospitality provides technology to some of the world's most successful stadiums and arenas. This paper shares 20 ideas for how your venue can leverage web and mobile technologies today and into the future.

In-Seat Food Ordering

How many fans remain in their seats at halftime because they cannot face the long lines for a cup of coffee or a burger? Give fans the option of ordering food and drink directly from their mobile phones and picking up the items when they are ready—you will simultaneously increase sales and relieve spectators of the hassle of waiting in line.

Benefits
» Reduce the lines
» Increase sales
» Deliver a hassle-free experience

Handheld Devices

As lines begin to build around your kiosks, deploy staff directly onto the concourse. Armed with robust and durable handheld devices, staff can take orders from customers so that their food and drink orders are ready when they reach the counter. This gives you the flexibility to use all available space when it gets really busy—and you never miss a sale.

Benefits
» Reduce the lines
» Keep the lines moving
» Maximize sales by never losing a customer

Self-Ordering Kiosks

Self-service kiosks with a simple and intuitive interface can be placed near your food and beverage outlets. Customers can use them as a fast-track channel to place their orders, which will enable you to reduce waiting times. It also ensures that customers can take advantage of your promotions, and you can leverage up-sells and cross-sells at the touch of a button.

Benefits
» Reduce waiting times
» Maximize sales by ensuring customers see promotions and cross-sells

Cashless

Stored value cards have proved successful for Starbucks and other food service organizations, and they can be very effective in encouraging fans to make food and drink purchases at your venue. By providing fans with loyalty cards or season tickets that have a small amount of credit stored for use in your bars and kiosks, you can encourage "cashless" buying, with supporters also able to increase their credit themselves.

Benefits
» Increase spending inside the venue
» Improve transaction speeds
» Reduce waiting times

Wave and Pay

Contactless payment systems are credit, debit, or prepaid cards that use radio-frequency identification for making secure payments; consumers merely wave their card over a reader at the point of sale. Wave and pay transactions can be up to twice as fast as traditional cards. With more contactless payment cards in circulation, now is the time to ensure that your kiosks support this method of payment. Making purchases fast and easy helps keep the lines moving and makes life easier for your staff and your customers.

Benefits
» Keep the lines moving
» Make life easier for staff

Mobile Payments

Get ready for the next evolution in payment: mobile payments. Food service is leading the way in allowing customers to pay using their mobile phones. Mobile payments are quick and easy and enable customers to make food and drink purchases without having cash or cards in their pockets.

Benefits
» Reduce waiting times
» Offer multiple noncash payment options
» Stay ahead of mobile evolution

ORACLE HOSPITALITY FOR STADIUMS

Oracle Hospitality systems include

• Point-of-sale systems for retail and food and beverage
• Online and mobile ordering
• E-commerce and mobile retailing
• Loyalty management
• Payment via cashless, wave and pay, or chip and PIN systems
• Inventory management
• Loss prevention
• Business intelligence and reporting
• Digital signage
• Robust workstations, handheld devices, and other hardware
• Operational services including hosting and support

Loyalty Across All Outlets

A loyalty or membership program is a useful and powerful tool to generate revenues and engage with spectators.

With the right technology in place, you can use the loyalty program to improve revenues throughout your stadium. You can create promotions and discounts for loyalty program members, which they can then redeem at food and drink outlets, retail stores, online and mobile stores, ticket offices, and hospitality venues. Alternatively, loyalty program members can accrue points on their spending at the stadium throughout the season, which they can redeem on future purchases.

Through mobile apps, social media, e-mail, text messages, and digital signage, you can then engage with your loyalty program members and keep them informed of the promotions and offers that are available to them.

Benefit
» Increase sales through improved customer relationship management and personalization

Instant Feedback

One of the best ways to improve operations is to ask your customers for feedback. Web technology and handheld devices now make this easier than ever by eliminating the need for rekeying thousands of responses. You can quickly set up surveys and get the results instantly.

Benefits
» Generate ideas for improvement
» Solicit customer feedback

Real-Time Reporting

On game days, you want your staff engaging directly with customers. With a smartphone or tablet and a good business intelligence portal, staff can access real-time sales reports in your kiosks and bars. This not only allows them to redeploy members or restock as necessary but also gives them the data they need to create clever promotions, which can be implemented across all outlets at the touch of a button.

Benefit
» Allow staff to manage operations effectively while engaging directly with customers

Early-Bird Promotions

Encourage fans to get to the stadium early and take advantage of the food and drink options that you have on offer. Create early-bird offers that you can test and measure, be it a special combo deal or a discount voucher, and spread the word by text message; e-mail; and social media, such as Facebook and Twitter.

Benefit
» Increase sales by encouraging fans to arrive early

SUPPORTING TOP STADIUMS AND ARENAS

Oracle Hospitality works with some of the world's leading stadiums and arenas, including the Ricoh Arena, Everton FC, Reading FC, Aston Villa FC, MK Dons, the Donbass Arena, the Allianz Arena, and the Redbull Arena.

ORACLE®

Postevent Promotions

After reviewing the sales reports at halftime, you notice that it has been a slow day for a particular food item. Create a twofer and promote it via text message, social media, and digital signage around the venue as the fans leave. This promotion helps you to minimize waste and maximize sales right to the end.

Benefit
» Maximize sales by responding swiftly to real-time purchasing trends

Digital Signage

Digital signage removes the headaches and costs—and other limitations—involved in maintaining paper menus and promotions boards. With digital menu boards and an integrated point-of-sale system, you can add new products and change prices in every outlet from a single data entry point. This flexibility means that you can also quickly create promotions without waiting for paper materials—simply create the promotion, and then use your digital signage to tell your customers about it. Finally, digital signage gives you an additional revenue stream: selling advertising space to brands and suppliers.

Benefits
» Advertise promotions
» Reduce costs of managing paper menus and promotions boards
» Increase revenues through fast creation of promotions and advertising

Social Media

Social media enables you to quickly and inexpensively tell your fans about the promotions in your stores and in your food and drink outlets. Thanks to the growing popularity of smartphones, social media is mobile media. This means that you can communicate instantly, easily, and at minimal cost with fans before, during, and after games.

Not all your fans will be on Facebook or Twitter or another social media site; however, to target customers who are under 25, a social media communications strategy is essential.

Benefits
» Increase sales by sharing news of promotions
» Communicate with fans at minimal cost

Self-Service

Give the guests in your hospitality suites the option of ordering food, drink, and merchandise themselves at any time from within your corporate facilities. Using kiosks, workstations, or handheld terminals, guests can access the full range of merchandise that you have on offer in your store and all the food and drink menu options that you provide. Orders can be fed to the host or directly to the kitchen or store, thus allowing you to maximize sales while simultaneously delivering the very best possible service.

Benefit
» Increase sales by enabling hospitality guests to order merchandise and refreshments directly

"1.35 billion people in the world are actively using Facebook every month."

THE WASHINGTON POST
ALMOST AS MANY PEOPLE USE FACEBOOK AS LIVE IN THE COUNTRY OF CHINA
OCTOBER 29, 2014

Handheld Devices for Hosts

For hospitality guests who prefer a personal touch, you can improve sales and service by giving your hosts handheld devices for managing requests for food, drink, and merchandise. Handheld devices enable food and drink orders to be taken and delivered much faster and more accurately, thus maximizing the speed and efficiency of service and increasing sales at the same time. Alternatively, your hosts can use iPads or other tablets to walk guests through the range of merchandise you have on offer and immediately take orders and process payments.

Benefits
» Increase sales by bringing food, drink, and merchandise to hospitality guests
» Maximize efficiency through automated order management

Web Retail

Imagine fans traveling a long distance to attend a sports event and wanting to mark the occasion with merchandise from your retail store. With one integrated system for all your retail channels, you can enable them to order in store for home delivery anywhere in the world using your online platform. Alternatively, fans can buy online and pick up in store.

Benefits
» Increase merchandise sales with multichannel retail
» Attract more customers to the retail store

Pop-Up Stores

You can set up pop-up stores within the stadium if retail space is limited, or in local shopping centers during Christmas or apparel launches. With kiosks or handheld devices linking to your online store, you can be sure that your full range of merchandise is always on offer to the customers visiting those outlets.

Benefits
» Maximize merchandise sales
» Take your full range of merchandise to every area of the stadium and into shopping centers during peak sales times such as holidays, tournaments, or playoff series

Amazon, eBay, and Facebook

Your website is not the only online sales channel available to you. Retailers today are selling on Amazon Marketplace, through eBay ministores, or even directly on Facebook. Give your retail team the ability to easily extend your product catalog to all lucrative new channels.

Benefits
» Increase online sales
» Leverage the power of Amazon, eBay, Facebook, and other popular online sales channels

"US online retail sales will reach US$370 billion by 2017, with 10 percent annual growth over the next five years. European online retail sales will hit €191 billion by 2017, up 10.5 percent."

FORRESTER
US ONLINE RETAIL SALES TO REACH
$370 BILLION BY 2017
MARCH 13, 2013

Mobile-Optimized Platform

Your web reports will show you that more and more of your web traffic is coming via mobile devices; analysts expect 30 percent of online sales to be mobile within the next few years. By mobile optimizing your website, you can ensure that fans can use their phones to access your online store and other content. Never miss a sales opportunity—protect your online retail revenues by ensuring that your retail platform supports mobile. This way you can give your retail team the ability to market to fans anywhere.

Benefits
» Maximize online sales
» Give customers a hassle-free mobile shopping experience

Mobile App

With a mobile app, you get a direct link to fans' mobile devices. Along with fixtures and club information, you can create an area within the app that lists offers and promotions that can be redeemed in your bars, restaurants, kiosks, stores, and web store.

Benefits
» Take advantage of mobile technology
» Send promotions directly to customers via their phones

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