



LIVESTYLED

LIVEPAPER

**Driving Food & Beverage Sales With The
LiveStyLED Platform**



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This LivePaper will be exploring the different ways the LiveStyled platform can help you to increase food and beverage revenue.

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VENUES ARE LEAVING MONEY ON THE TABLE

For many venues food and beverage (F&B) is one of the principle revenue drivers, along with sponsorship and premium experiences. Despite this, venues are often not able to capitalise on this opportunity because of the long queues at peak times discouraging customers from spending.

In this LivePaper we will look at the many different implementation models which LiveStyLED clients are successfully employing for mobile food & beverage (F&B) purchasing. From our experience operating in environments ranging from 300-capacity nightclubs to 60,000-seat stadia, we know that not all venues are created equal. You can't assume that an operational framework that has worked at one venue will automatically be applicable to another, and indeed individual venues may be setup completely differently from one event to the next.

Why Bother?

Before we get into the detail of how to implement a success mobile F&B operation, you might be wondering why venues do it. After all, their bars have limited capacity and with contactless payment now being commonplace, how much faster can it possibly be? Aren't we just moving transactions from over-the-counter to mobile?

We have answers to those questions and during this LivePaper we will explain how mobile can deliver a faster customer experience, as well as

driving more revenue even in the very busiest environments. But more important than any of this is this simple principle:

Driving adoption of mobile should be a business objective in itself

...due to the rich insights that it enables you to gather on customer preferences. Reports from Point-of-Sale systems can tell you which products people commonly buy together and help you manage stock levels, but they can't usually tell you who is purchasing the products. Traditional over-the-counter transactions therefore represent a missed opportunity to learn more about your customers. Mobile is the best way of capitalising on this opportunity. The venues that have the most successful apps are those which instil an app-first culture throughout their business, right down to the operational, catering & security staff. Everyone needs to be aligned towards the objective of driving app uptake.

When delivered and managed correctly, F&B will enhance the mobile customer experience and become a significant contributor to the bottom line for venues and their caterers. But if done badly, it will result in poor Appstore reviews and angry customers. As such it's essential that the technology is flexible enough to adapt to the needs of the venue or event.

Now that we know why we're doing this, let's take a look at the different implementation options.

#1

THE APP AS AN ALTERNATIVE PAYMENT METHOD

PROS

- + No changes to existing processes besides training staff to accept app orders
- + Orders can be accepted at existing bars / concession stands
- + Customers can browse the full range of F&B products
- + More time to sell and more predictable stock management due to orders being placed pre-event
- + Faster service and higher transaction values
- + Users can collect items at any bar where products are available

CONS

- Customer benefit is not as obvious so should be supplemented by discounts or reward schemes to drive user uptake
- Bar staff have no advance warning of orders and can't pre-prepare items
- Improvement in speed of service is less pronounced than with dedicated bars or lanes
- Care must be taken to educate users which products are available at which locations



THE EASIEST WAY TO GET STARTED

This is the simplest operational model for mobile F&B purchasing. It doesn't involve allocating any dedicated bar space – users can choose and pay for their F&B through the app, then collect at any bar. It also doesn't require any pre-preparation of orders by the bar staff, so it causes minimal disruption to existing catering processes.

Products can be configured on the LiveStyLED app management system in such a way that the user knows which products are available in which locations, to avoid any confusion or disappointment at the point of collection.

This operational model delivers a significant time-saving compared to traditional over-the-counter payments, but not for the reasons you might expect.

With the widespread adoption of contactless, payment is no longer the primary bottleneck – the most time-consuming aspect of the ordering process is actually decision-making and communication. Viewing what is on offer, deciding for friends and family, and placing the

order is all more comfortable on a personal device, with no need to shout instructions to a member of staff over a noisy crowd.

The option of placing orders before doors even open – which can be prompted through a “Get Ready” email, on social media or as an upsell alongside a ticket purchase” – also opens up more opportunities for customers to spend, meaning that they are psychologically ready to part with more money at the event itself.

Separating the whole process of purchasing from the process of collection & order fulfilment not only saves time, but as a result of the customer having more time to make their decisions, LiveStyLED clients typically find that average transaction values are 30% higher on mobile than over-the-counter.



#2

DEDICATED BARS OR APP LANES

PROS

- + Customer benefit is clear and easy to communicate both prior to event and in-venue
- + App queues flow visibly faster than normal queues
- + All customers and staff know what to expect, resulting in a more consistent experience
- + Significantly faster service

CONS

- Initially, catering teams can be resistant to the idea of allocating dedicated bar space
- Less tech-savvy customers may be disgruntled about watching app customers get served first
- Bar staff have no advance warning of orders and can't pre-prepare items

THE MOST POPULAR OPERATIONAL MODEL

This model is the most popular approach used by LiveStyLED clients and involves allocating specific bars, or lanes at existing bars, where only app orders are accepted. Please note – this is distinct from the third operational model (Pre-ordering, Click & Collect and Virtual Queuing).

Having strong, visible in-venue branding for the collection points is absolutely critical to the success of this approach. Check out our [case study on Telenor Arena's app](#) for an example of how to do this well. They allocate entire bars to their app and have security staff policing the queues so that customers can't even join the queue unless they have a valid app order that's ready to be collected. This results in smooth, free-flowing queues and a great customer experience at the bar.

One of the key challenges with dedicated lanes is getting the level of uptake to hit critical mass. If the marketing around the app is not effective enough and too few people are using the app

lanes or bars, catering teams can become disenfranchised with the approach. Sometimes this results in on-the-night decisions to allow non-app customers to use the dedicated bars or lanes. This completely undermines the benefit to the end-user and is the single fastest way to kill app uptake of F&B. It also tends to result in poor customer feedback and negative App Store reviews. As such it's crucial that the customer experience which is promised is what actually plays out in reality.

On the flip-side, if you get it right, the rewards can be fantastic both for customers and venues - In live tests at the Telenor Arena, customers were able to collect their app orders within 90 seconds when it took 5 minutes at the traditional bars. That's more than 3 times faster!



#3

PRE-ORDERING, CLICK & COLLECT AND VIRTUAL QUEUING

PROS

- + Customer benefit is clear and easy to communicate both prior to event and in-venue
- + Keeps queues away from the bars until products are ready to be collected
- + Staff can pre-prepare items, resulting in lightning-fast service
- + Particularly effective for food or other products with a long preparation time

CONS

- Tablet device must be deployed at collection points to enable monitoring of orders, or ePoS integration is required to surface orders through existing tills
- Asking the customer to select a specific time to collect is not recommended for most busy event environments
- Customers don't always arrive promptly to collect their items
- Catering teams may need to adapt their operational processes to cope with pre-preparation

TAKE DEDICATED APP BARS & QUEUES ONE STEP FURTHER

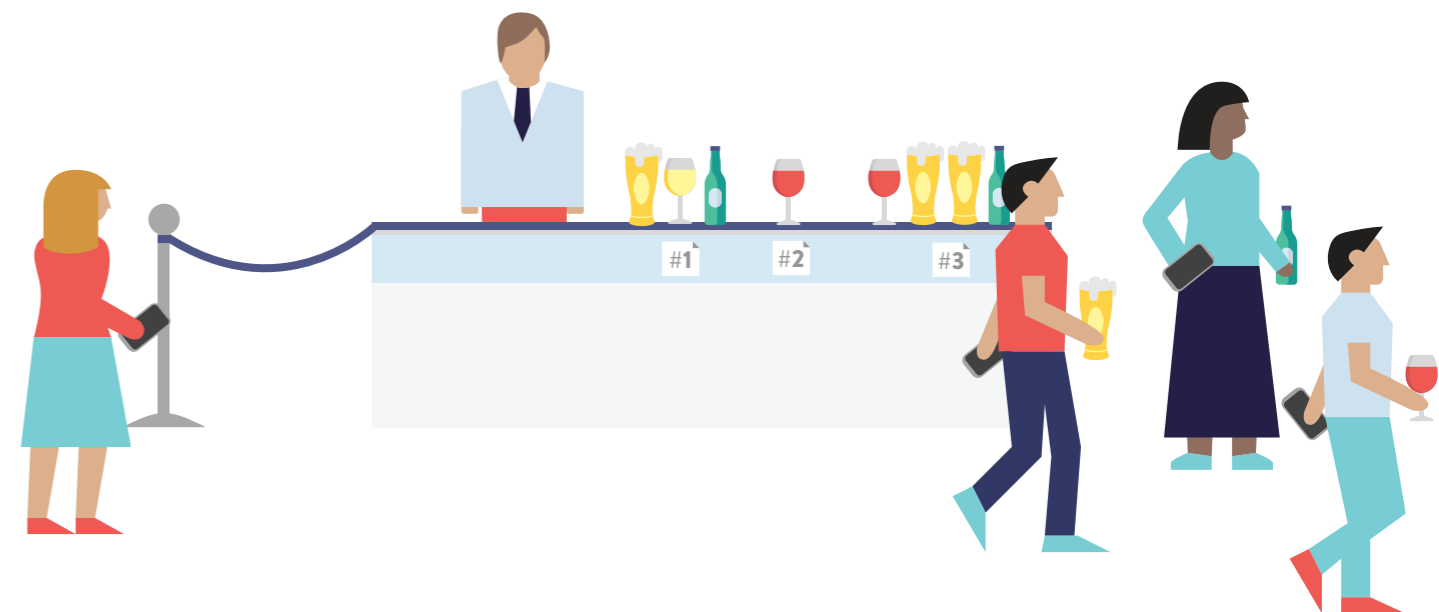
This model takes the dedicated bars & lanes one step further, enabling staff to monitor orders as they come in and prepare them before the customer comes and queues up. We call this “Virtual Queuing”, because it takes the queue away from the bars, easing pressure on staff.

Orders appear on a dashboard as & when customers place them. Members of staff can then tap on each order when they're ready to prepare the items, and tap again to mark them as Ready for Collection. At this point, the customer receives a push notification telling them to come and collect their order.

The LiveStyled platform also supports the ability to pre-order items to be collected at a specific timeslot. This can be challenging in

some venue environments, since customers fail to turn up at the appointed time but still expect their products to be fresh when they do get there. However, this can be appropriate for use cases such as half-time during football matches, or after each race at horseracing events.

With all of these approaches, it's important that there is clear communication to the customer throughout the journey so that they know where to go and when.



#4 SEAT & SUITE DELIVERY

PROS

- + Opens up new revenue opportunities by addressing a segment of the market that otherwise simply won't purchase F&B.
- + Fantastic customer experience, if done well
- + Staff can pre-prepare items
- + Adds no pressure to the existing bars or food outlets
- + Ideal for premium areas & lounges

CONS

- Tablet device must be deployed to enable monitoring of orders, or ePoS integration is required to surface orders through existing tills
- Does add pressure on the kitchen, which they may or may not be capable of handling
- Runners must be employed, which adds an overhead and new process for catering teams to manage
- Risk of disruption to experience for other customers
- Customer may not be in their seat when the order arrives

THE ULTIMATE LUXURY OPTION

Finally, there is the ultimate luxury option – the ability for customers to order F&B to be brought to them in the comfort of their seat. This has obvious benefits in that the customer needn't miss a moment of the action and they may be much more inclined to spend money as they don't need to brave the crowds.

This is particularly pertinent for events with short breaks, which customers may prefer to spend getting to the bathroom and back. Seat & Suite Delivery means they don't need to choose between a comfort break and another round of drinks.

However there are risks with this approach. Catering teams may not be ready for delivery, and if the products don't arrive quickly or to the requisite standard, customers may be upset. If adopted within general admission areas, sometimes it's difficult to get the products to the customer, and other customers don't want to spend the whole show or match passing bags along the rows.

From LiveStyLED's experience we generally find that delivery is best adopted in premium environments such as VIP seating and lounges, where it can provide a useful complement to the hospitality experience. Whilst there is no substitute for face-to-face service, sometimes customers just want to place an order quickly & easily without having to interrupt their enjoyment of the event by speaking to someone. Particularly if it's dark or noisy, the option of delivery becomes very appealing and does result in a clear uplift in spending levels amongst customer groups who – being VIPs – often have the highest levels of disposable income.



CONCLUSION & TOP TIPS

Now that you know the primary methods of delivering mobile F&B experiences, here are the top 5 tips for you to bear in mind when you come to implement this in your venue:

Adopt an app-first culture, from the management level right down to the bar staff. Engage the catering teams in the project as early as possible and make sure they're bought into it.

- 1** Make sure everyone within your organisation is prepared to experiment to find the right operational model for your venue. If internal objections are raised, take them on board and address them but don't let them undermine the project's momentum.
- 2** Be bold and stick to the principle that customers must get the high-quality experience they're promised. Customers are investing time in downloading your app and sharing data with you – they deserve to be rewarded for that.
- 3** Support the app with prominent branding and clear marketing communications both prior to the event and in the venue itself. This is vital both to drive revenue and to ensure adoption reaches critical mass so that catering teams see the value.
- 4** Integrate opportunities for pre-ordering into the ticketing journey and 'Getting Ready' communications prior to the event. The more you can encourage customers to spend in advance, the greater the revenue uplift you'll see.
- 5** If you would like to learn more about mobile F&B purchasing, or would like to see how LiveStyled can help your venue, please feel free to contact us.



Ready to talk to LiveStyled?

Click here to contact us

or

www.LiveStyled.com

+44 (0) 20 7223 3262