

CASE STUDY:

Bypass Lane Cuts Wait Time while Boosting Sales



Both Fans and Venue Owners Are Delighted

Concession stands are a major source of income at professional sporting events and are often crowded and fraught with long lines. Although fans like to eat and drink while watching the games, they get annoyed standing in line to order and wait for their food, often missing much of what they came to see. To add to the problem, sports venues typically cannot simply add more stands to shorten lines due to physical and design limitations. Now, with a unique solution, Bypass Lane solves both these issues by letting fans order and pay at their seats with their smart phones and use Elo TouchSystems wall-mounted touchscreen systems in spaces unusable to typical concession stand registers. Fans are notified when their food is ready and simply go to the Bypass Lane to pick it up. And, the result? The average time from front-of-line has been cut from 77 seconds to 23, while the average order has increased by 30%, delighting both fans and venue owners.

Customer Problems

The space in most professional sporting event facilities is limited. You can't realistically just add more concession stands—and you can't lengthen the event to allow more buying time. So how can you get fans to buy more? You make it easier, more convenient and less frustrating for them. Move the order taking and payment parts of the transaction to the seat and use wall-mounted easy-to-use touchscreens at concession stands to save on space.

How Do You Boost Sales without Adding Concession Stands?

Company Challenges

Most smart phone apps start at the phone and then try to integrate into an existing environment. In its unique approach, Bypass Lane started at the concession stand, figured out ways to bring Elo touchcomputers into unused spaces (usually wall-mounted) and made the system so easy to use that even volunteers and temporary personnel can quickly learn to use it. In addition, the software needed to integrate into existing payment systems so it could easily accept mobile payments, and had to work with virtually any smart phone, not just one brand.

Fit a New System into Existing Spaces





- **Commercial grade components designed for public use**
- **Long product life**
- **3 year warranty plus 2 year extended warranty available**
- **Worldwide service and support**
- **Choice of touchscreen technologies**
 - **Acoustic Pulse Recognition (APR)**
 - **IntelliTouch (Surface Acoustic Wave)**



The Solution

Let the Fans Order and Pay from their Seats

Fans come to games to see the game but to fully enjoy themselves, they also like to eat and drink. What they don't like is missing part of the game while they stand in line to order their food. By having a system that makes it convenient to order from their seats with their smart phone, they can stay seated and enjoy more of the game. A text message is received when the food is ready and they go to the Bypass Lane to pick up their order, completely avoiding the long lines at the other registers. And because the ordering and paying is already done, the average time at the register is now just 23 seconds!

Drive More Sales So fans are happy because they get to see more of the games. But venue owners are happy too. Early reports indicate that orders with Bypass Lane are 35-55% higher in revenue than orders made at the standard concession registers. With the system, venues can also alert customers who are at the game to "last calls" and discounts on items at the end of the game when the standard registers are closed, driving even more sales.

Make it Easy to Learn and Use Many smaller sports and event venues run their concession stands with volunteer or temporary workers. There's little time for training so Bypass Lane took great efforts to make the system easy to use. The touchscreen system guides the operators through the process of assembling orders and alerting the customer their order is ready. The integrated audio is used to provide audible alerts to cashiers.

Why Elo Touch Solutions Work

Wall-Mounted Touchscreen System

The physical space limitations within the concession stands made a wall-mounted system critical. There's typically no room to add new concession stands to accommodate the large crowds. The Elo touchscreen systems come in a variety of sizes that can be installed in nooks and odd unused areas.

Built-In Audio and Fast Touch The built-in audio provides more options for the user interface. Audible alerts sound as food is ready for pick-up and can get louder and faster the longer the order waits. Another critical piece is the quality and speed of the touch. Some touch systems can be sluggish and frustrate workers who need to move fast. The touch response speed of the Elo touchscreen technology was a critical factor in Bypass Lane's decision to work with Elo products.

Reliability is Absolutely Key Any system downtime costs the venue owners both money and the satisfaction of their customers, the fans. Once fans experience the speed and convenience of ordering and paying from their seats, the last thing they want to hear is they need to stand in line because the system is down. The 3-year warranty, support and reliability of the Elo touch systems were instrumental in Bypass Lane's final product decision.

To find out more about our extensive range of Elo touch solutions, go to www.elotouch.com, or call the office nearest you.

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