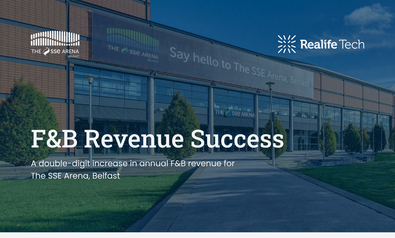


Realife Tech

F&B Revenue Success

A double-digit increase in annual F&B revenue for The SSE Arena, Belfast

Background and objectives

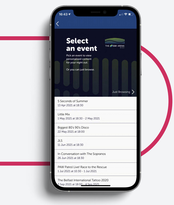
In September 2015, Northern Ireland's premier entertainment venue The SSE Arena, Belfast launched Europe's first ever arena app on the Realife Tech platform.

The Arena appointed Realife Tech to aid in their digital transformation to achieve the following:

- Increase annual F&B revenue
- Understand fan behavior
- Drive app downloads

Realife Tech Solutions

Realife Tech worked with the arena to provide a solution that incorporated event listings, cutting edge engagement features and F&B and merchandise ordering. The app achieved phenomenal levels of uptake across engagement and in-app ordering, driving a 10% increase in the arena's annual food and beverage revenue.



SOLUTION 1

Venue and Event Selector

Users can personalize their app by selecting the event they are going to.

SOLUTION 2

Ticketing

Users can easily browse and buy tickets to all of the events taking place at the arena.

SOLUTION 3

Shop

Food, drink & merchandise can be ordered ahead of time, then collected at dedicated app collection lanes on the night.

SOLUTION 4

Map and Wayfinding

Users can view the interactive map in order to find bars and other key locations within the arena.

SOLUTION 5

Social and Competitions

Fans can take part in voting, take event-themed selfies and win credit to spend on food & drink orders with regular app-exclusive competitions.

Find out more:
realifetech.com ›

Integrations

Apple Pay · Facebook · Microsoft Dynamics 365 · stripe

In addition to the features and functionality made available to users within the app, key successes were delivered with the support of the following teams at Realife Tech:

Customer Success

Our Customer Success team works with the team in Belfast to deliver continuous improvement. From increasing out of show spend to competition ideas to drive downloads, our team has helped position the app as a remote control to the customer experience.

Operations

With arena deployments, smooth implementation is key. Our operations team provided full support at the launch to ensure that the app fits with current processes and provides continued support, whatever the time of day.

Data

Our pioneering data science team have been pivotal to the app's success. With monthly reports and actionable insights around segmentation and commercial strategy, data is at the heart of every mobile marketing decision the arena makes.

Key Results

10%
Increase in annual Food & Beverage revenue.

39%
Revenue generated via the app outside of show times.

50,000
Active users

Adrian Doyle, General Manager at The SSE Arena, Belfast

"We're into our fifth year of working with the Realife Tech team and we're looking forward to many more. Their platform is the strongest on the market and enables us to drive revenue, whilst also supporting our mission of delivering the best experience every time."

Visit realifetech.com to find out more