edgbaston

Realife Tech

Edgbaston

Adopting key safety features from Realife Tech's platform, enabling fans to return to the 25,000 capacity stadium safely in 2021.

Background and objectives

The new Edgbaston app is due to play an integral role in the Club's reopening strategy for the second match of two-Test series at Edgbaston in June 2021.

As well as engaging fans during the extended lockdown periods with app-exclusive content, quizzes and polls, Edgbaston have implemented key Covid-safe features, including contactless mobile ordering and entry solutions to welcome fans back safely in time for the summer reopening.

The main objectives of the new digital platform have been to:

- Implement Covid-safe F&B solutions
- Deploy contactless entry functionality
- Create operational efficiencies
- Serve as a key fan engagement tool

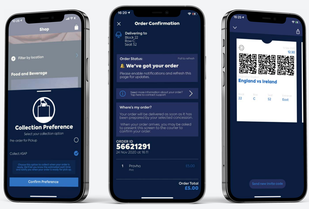
Realife Tech Solutions

Edgbaston have adopted a range of operational and engagement tactics from the Realife Tech platform:

SOLUTION 1

Enabling Fans to Return to the Stadium Safely

Along with adopting key features, which have allowed fans to engage with the teams whilst the stadium has been closed, Edgbaston will be deploying the following new features from The Covid Safety Hub:



Collect ASAP Ordering

The platform supports timeslot ordering, as well as ASAP ordering, allowing users to view their estimated wait time for their order.

In-Seat Delivery

Prevent congestion at concession stands; users can place their order via the app, confirm their location for seat delivery and checkout.

Digital Ticketing

This enables contactless ticket scanning, allotted entry times and gate traffic monitoring, as well as allowing fans to share tickets.

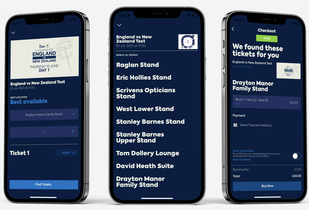
Integrations

SecuTix · goodtill · stripe · TWO CIRCLES

SOLUTION 2

Native Ticket Purchasing

A key feature of the app, enabled to elevate the existing user journey by allowing users to purchase tickets directly via the app. Implemented to drive ticketing revenue through mobile, it opens up a powerful new channel to shift unsold inventory, reward loyal customers and drive increased revenue.



Find out more:
realifetech.com ›

SOLUTION 3

Quizzes

Fans can take part in interactive quizzes, with the opportunity to win exclusive prizes, including tickets and signed jerseys.

SOLUTION 4

App-Exclusive Content

News articles which are only made available via the app, including new signings and exclusive player interviews.

SOLUTION 5

Latest News & Videos

Fans can access the latest news and videos from Edgbaston and The Bears, with the ability to see match highlights, player interviews and new ticket releases.

Find out more:
realifetech.com ›

Key Results

Below are some of the key results Realife Tech's platform has delivered for Edgbaston Stadium, even whilst fans have not been able to attend match-day events:

4.8
iOS App store rating

6,000+
App downloads to date, exceeding end-of-season target

25%
Increase in sessions per week compared to end-of-year target

Visit realifetech.com to find out more