

Cincinnati Museum Center Increases Order Size by 20% with Appetize & SSA Partnership



With an outdated Point of Sale system, Cincinnati Museum Center operators knew it was time to partner with Appetize.



Commitment to the Past, Present & Future

The Cincinnati Museum Center is known for its commitment to understanding the richness of the past, present and future by providing world-class learning experiences for children and adults of all ages. While their demonstrations and exhibits shed light on our rich history, their Point of Sale system was becoming a thing of the past.

With an outdated system, the Museum had challenges with reporting, analysis, poor connectivity and an overall lack of innovation in their ordering and payment processes. Operators knew it was time to make a necessary shift in POS systems.

“Appetize is so user-friendly. We have visitors of all ages using our kiosks. It’s great to see a lot of the older crowd using the solution with a sense of pride that they can work the new technology.”

- Caitlin Davis, General Manager, Cincinnati Museum Center

The Stress of Outdated Processes

From concessions to gift shops and catering, the processes at the Cincinnati Museum Center were outdated causing stress for employees and guests with limited efficiencies and results. Museum operators had difficulty with internet outages and reboots that lasted 15 to 20 minutes during lunch rushes and peak traffic hours. Their system was not equipped for the large quantity orders and high volume of guests.

Cincinnati Museum Center also faced issues with limited IT and technical resources. This resulted in food service and retail operations taking a backseat to other high priority projects and tasks on site.

In addition to lack of control on the backend and connectivity issues, the POS system was lacking a key component to successful ordering and payments innovation. Especially for the retail shops, it was difficult for operators to customize screens with popular gift store items reducing guest turnaround time.



Ease of a Modern, Enterprise-Capable POS System

Service Systems Associates acquired the Cincinnati Museum Center as a client in 2014. In 2018, SSA partnered with Appetize to bring an intuitive, cloud-based POS system to cultural attractions nationwide.

For front of house operations, the Museum implemented modernized terminals and self-service kiosk ordering solutions for faster transactions in both retail and quick service locations. Alongside modern POS hardware, the software provides cashiers and guests with easy-to-use solutions and a seamless system to get payments processed quickly.

At the merchandise locations, Appetize's image-driven solution is integrated with Yellow Dog Software to manage retail inventory in real-time. "The system is really easy to use, and the retail team likes the appearance of the orders on the screen with easy to follow steps for completing a transaction," said Caitlin Davis, General Manager, Cincinnati Museum Center.

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Achieving an Effortless Experience

Through this new partnership with Appetize and SSA, the Cincinnati Museum Center saw an increase in both order sales and overall revenue due to faster turnaround time and the introduction of self-service technologies.

The Museum found that 40% of guests opted to use the self-service kiosks and saw order sizes increase by 20%. In addition, Appetize reduced training time due to the intuitive and user-friendly nature of the software interface.

They've also received appreciation from guests as the new system is intuitive and provided them with a positive, effortless experience.



➤ Appetize is a modern Point of Sale, inventory and analytics platform transforming how enterprises manage and process guest transactions. With an omni-channel approach, Appetize makes front of house transactions more intuitive through fixed, self-serve and handheld form factors, while providing robust kitchen and back office tools. Appetize is trusted by some of the largest and highest volume businesses in the world, including sports and entertainment properties, education campuses, theme parks, travel and leisure sites, and national chain brands.

For more information, please visit appetize.com.