

Live Nation Increases Revenue 75% with Appetize Strategic Line Busting Tactics



Live Nation, a global leader for live entertainment, needed a POS solution to withstand and operate in outdoor and unstable event environments.



Powering Live Entertainment

For over thirteen years, Live Nation has been serving more than 550 million fans across 40 countries. In 2015 Live Nation decided to partner with Appetize to deliver a cloud-based Point of Sale (POS) solution that could operate in the best and harshest weather conditions.

Three year later, Appetize continues to service Live Nation amphitheaters nationwide with fixed POS, self-service kiosks, handheld tablets, mobile ordering, and inventory management solutions.



The Intermission Sprint

Just like any major concert or sporting event, long lines plagued the guest experience, whether it was waiting for concessions or the restroom. At two concerts in particular, Live Nation noticed a trend: guests had to choose between the concession line or the restroom line during intermission. Unfortunately, the restroom lines were the clear winner and would subsequently be the only option.

For Live Nation, this meant a loss in revenue as intermission was limited in time. The on-site team decided to take matters into their own hands and implement strategic line busting tactics.

Tap Into Additional Revenue

Appetize's omni-channel Point of Sale suite is outfitted at many Live Nation venues, including Mattress Firm Amphitheatre and Shoreline Amphitheatre, where handheld devices were used to bust restroom lines. While guests waited, staff was able to provide them with ordering and payments solutions for concession items in a matter of seconds.

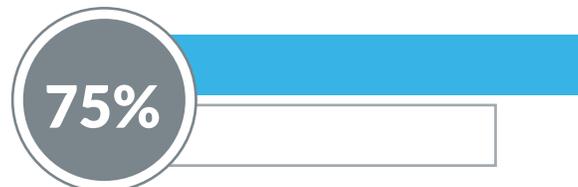
Once the order was placed, it was sent to a designated Kitchen Display System (KDS) for fulfillment, making it easy for guests to pick up their items and head back to their seats. By taking the POS on-the-go, Live Nation dramatically improved the guest experience while also tapping into additional revenue that would have otherwise been lost.



Enhance the Concert-Going Experience

On May 19, Live Nation first implemented strategic line busting and saw an additional 32 orders, totaling \$619 in sales. After seeing how successful the program was, Live Nation launched a similar strategy at a second event on May 25. There, they saw nearly a 75% increase in sales, totaling 125 orders worth \$2,229 in additional revenue.

In addition, Live Nation continued to hear: "This was one of the best ideas I've ever seen!" By offering guests a convenient way to quite literally meet all of their needs, it increased guest satisfaction, orders and revenue.



Increase in Sales

Resulting in \$2,229 Additional Revenue

➤ 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.