

# LSU Increases Order Size by 16% with Appetize Self-Service Technology



*Since implementing Appetize Interact Self-Service Kiosks, Louisiana State University saw a 16% increase in average order size and 25% more items per check at kiosks compared to traditional point of sale terminals.*



## Value in Self-Service Functionality

Louisiana State University has some of the best college sports in the nation, including three-time National Championship titleholders, Tiger Football. With their coveted teams ranging from baseball to basketball and everything in between, the stadiums across LSU campus are continuously populated throughout the year.

Tiger Stadium is the sixth largest stadium in the world and the magnitude of transactions are at an all-time high. Therefore, LSU needed a modernized, cloud-based point of sale solution with self-service functionality.



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*- Matthew LaBorde, Assistant Athletic Director, LSU*

## Driving Sales Through Convenience & Frictionless Payments

LSU was plagued with an outdated point of sale system which led to long lines and upset fans missing key moments in the game due to wait times.

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Self-service kiosks provide a method of ordering and payments for students and guests to make orders on their own, without waiting in line.

## Flexibility with Modernized, Cloud-Based Solutions

A major buying component that LSU has at the top of their list when looking for a new point of sale system was flexibility. Not only flexibility for staff to move about the space taking orders, but also the flexibility to move devices from stadium to stadium during various sporting seasons.

From the football stadium to other sports facilities on campus, such as Maravich Assembly Center for basketball and the Alex Box Stadium for baseball, LSU needed a system that could accommodate their busy sports seasons.

The cloud-based solution powered by Appetize gives LSU the freedom to move terminals to high traffic areas on campus. All of this information is continuously backed up by Connect's cloud technology, Appetize's backend reporting and analytics module. In addition to changing locations, the key statistics and data allow LSU operators to make crucial business decisions in real-time.

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- Matthew LaBorde, Assistant Athletic Director, LSU

## Navigating Next-Gen Tech with Kiosks and Self-Service Ordering

As payments become more high-tech, it's imperative for businesses to stay ahead of technological curve to be competitive in an ever-changing market. Specifically, as college campuses, students and staff become more tech savvy than ever before, offering efficient, intuitive self-service ordering options are a must.

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Since deploying Appetize Interact Self-Service Kiosks, LSU saw a 16% increase in average order size and \$25 more items per check compared to terminals at point of sale counters. Aside from this additional revenue, LSU fans can now make orders and process payments all on their own with intuitive, menu-driven interface, Interact, making their guest experience more enjoyable.



Increase in Average Order Size



More Items per Check

➤ 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](http://appetize.com).