Topic: Why You Need an In-Venue Engagement Platform

Overview:

As deeper and more relevant Fan-Customer Engagement becomes necessary to drive incremental revenue and affinity, many are looking to existing in-venue silo systems, or one-off, unproven tactics to help with those efforts.

IMS believes the only real way to create meaningful in-venue engagement, revenue and affinity is to think "cross-system" and "platform vs. product".

Background:

As IMS has engaged in numerous discussions with venue, arena and stadium management of all size and manner, we hear continued desire to "know and understand our customer", "improve the customer experience", and "create more engagement to drive more revenue".

There are multiple levels and areas for engagement through the customer journey. IMS has focused our STADIS© engagement platform capabilities around the areas that will have the greatest impact on creating incremental revenue and engagement:

- Integrating in-venue systems to gain access to real-time cross-system data
- Using this data to optimize cross-system, revenue-generating engagement
- Using this engagement to understand the customer journey and item level buying history

Visualizing the Benefits (Top-horizontal) and Tactics (Left side-vertical)

	Cross-System Manual Process Automation	Enables Cross-System Customer ID and Tracking	Creates Incremental Pre Event Cross-System Engagement- Revenue	Creates Incremental In Event Cross-System Engagement - Revenue	Creates Incremental Post Event Cross-System Engagement- Revenue	Creates Incremental In Event Real Time Cross-System Rewards- Revenue	Creates Incremental Cross-System Customer Insight, Knowledge	Creates Incremental Cross-System Product Insight, Knowledge
Ticketing	NO	YES	NO	NO	NO	NO	NO	NO
Gate Access	NO	YES	NO	NO	NO	NO	NO	NO
F&B POS	NO	NO	NO	NO	NO	NO	NO	NO
Retail Merchandise POS	NO	NO	NO	NO	NO	NO	NO	NO
Loyalty	YES	YES	POSSIBLE	POSSIBLE	POSSIBLE	NO	POSSIBLE	NO
Marketing Automation	YES	NO	NO	NO	NO	NO	POSSIBLE	NO
Business Intelligence	YES	NO	NO	NO	NO	NO	POSSIBLE	YES
CRM	YES	NO	NO	NO	NO	NO	POSSIBLE	YES
Data Warehouse	YES	NO	NO	NO	NO	NO	POSSIBLE	YES
Beacon	POSSIBLE	YES	YES	YES	NO	NO	NO	NO
STADIS© Item-SKU	YES	YES	YES	YES	YES	YES	YES	POSSIBLE
STADIS© Stored Value	YES	YES	YES	YES	YES	YES	YES	POSSIBLE
STADIS© RT Rewards	YES	YES	NO	YES	YES	YES	YES	POSSIBLE
STADIS© Cross System, In Venue Engagement Platform	YES	YES	YES	NO	YES	YES	YES	POSSIBLE
Legend	YES	NO	POSSIBLE					

Detailing the Benefits & Tactics:

The first thing you'll notice is we have not listed single or silo system (e.g., ticketing, etc.) benefits. Best of Breed single systems are critical to operational efficiency and effectiveness. Our approach, "buy best of breed, and integrate for synergy and leverage". If you are considering a single, all-in-one system that claims to "do it all", we have one word for you: "BEWARE". We'll be looking at best or breed vs. all-in-one system comparisons in another IMS Point of View Brief in the future.

Additionally, there may be tactics that are not listed here, as well as sub-tactics that fall under higher level tactics (e.g., stored value ticketing would fall under STADIS© Stored Value). Feel free to call us to discuss where individual tactics may rank out.

Let's dig into the benefits and what they are:

- Cross-System Manual Process Automation: Does the tactic take current manual cross-system processes and automate them? E.g., eliminate the use of coupons, cashier collection of coupons, and back office reconciliation of coupons. Ticketing alone does not do this, that's why their color is RED.
- Enables Cross-System ID and Tracking: Does the tactic enable cross-system identification? For example, ticketing would need to work with another system to enable this, but the tactic has the inherent capability to ID and track customers through the scan of the barcode. Notice tactics like BI and Data Warehouse, while enabling cross-system product insight, cannot alone ID and track customers. They need another system or tactic to enable ID and engagement. CRM cannot do this and that is why they are RED.
- Creates Incremental Pre-Event Cross-System Engagement-Revenue: Our evaluation focuses on whether the tactic can drive engagement and revenue. E.g., the typical loyalty scheme awards points for purchases, but the rewards tend to be post-purchase or post-event. Are there metrics showing incremental pre-event engagement and revenue? Three of the four STADIS© areas are guaranteed to drive incremental pre-event revenue with the proper planning. Thus they are GREEN.
- Creates Incremental In-Event Cross-System Engagement-Revenue: The Loyalty question arises depending on the Loyalty rewards structure and embedded engagement tactics. For example, if rewards are generated for any purchase, the customer may buy F&B only with no retail merchandise. If there's not mechanism to encourage or mandate cross-system engagement, they would fail against this benchmark. That's why Loyalty is a YELLOW. Again, our benchmark is cross-system. If desired, STADIS© capabilities can structured to mandate or encourage x-system engagement-revenue. Thus, why they're GREEN.
- Creates Incremental Post-Event Cross-System Engagement-Revenue: Loyalty may accomplish this if there are post event engagement rewards options. This may encourage incremental revenue as well. Some would expect that Marketing Automation and CRM could create this, but what is the mechanism for cross-system revenue generation and fulfillment?

- Creates Incremental In-Event Real-Time Cross-System Rewards-Revenue: Delivering rewards in real time based on customer's cross-system behavior is the new standard of rewards engagement. If your desire is to surprise and delight your customer with the unexpected, this capability is a must. STADIS© real-time rewards uses trigger and progressive rewards (single or cross system) to drive incremental engagement and revenue while the fan-customer is still in venue.

- Creates Incremental Cross-System Customer Insight and Knowledge: IMS's standard involves the ability to capture customer cross-system engagement and purchase activity down to the receipt item level. STADIS© captures all customer-item level activity when tendered with-through a customer ID. If BI and Data Warehouse don't ID the customer and have an automated method of engagement and tracking all receipt activity, they can't do this (Thus YELLOW). If Loyalty only tracks dollars spent, they can't do this. If Beacons only act as a location based coupon delivery mechanism, they can't do this.

- Creates Incremental Cross-System Product Insight and Knowledge: This is where BI, Data Warehouse, etc. excel (Thus GREEN). Through the integration of various systems, product related activity can be viewed through a single lens. STADIS© tactics are road-mapped to provide this insight in the near future (Thus YELLOW).

What Should Drive Your Selection Process?

1. How are you thinking about changing your interactions and engagement process with your fans-customers?
    a. What type of engagement activities are your drivers?
        i. Revenue generating engagements?
        ii. Engagements that are one or more steps removed from increasing revenue (e.g., social engagement)?
    b. What will success look like, short and long term?
    c. What types of metrics do you need to measure success?
2. Do the Engagement tactics and platform you are evaluating have completed integrations, or ease of integration with your primary revenue generating systems?
    a. What is the depth of integration?
    b. How is data accessible?
        i. Item-level data available in-transaction?
        ii. Charge data available in-transaction and item data post transaction?
        iii. Charge data only?
3. What is the platform's experience in the venue space and familiarity with venue systems?
4. Does the platform allow for a managed, scalable, fast and flexible implementation?

Summary:

The STADIS© Engagement Platform provides major engagement categories including:

- Using any type of fan-customer identifier (e.g., ticket barcode, magstripe, rfid band or card, etc.)
- Item level, time based, location based, and either/or (pick one), category, sub-category, time and location engagement and promotion set-up
- Real time trigger-based and progressive rewards at any of the levels described above
- Stored Value on multiple tactics (e.g., ticket, employee meals, VIPs, Gift Cards, web-based portal, etc.)

Any of these engagement activities can be deployed as stand-alone tactics-subscriptions or as a platform. Of course, all engagement activity down to the receipt item purchase is tracked at the customer level in real time.

Reporting on any of the above uses and other KPIs can be created through any number of Business Intelligence tools STADIS© utilizes, including STADIS© Insights Powered by IBM Cognos.