



## eMobilePOS improves VIP dining experience at the Tuscaloosa Amphitheater

Operated by the City, the Tuscaloosa Amphitheater is one of the largest outdoor amphitheaters in the southeast. Since its opening in 2011, it has been a popular venue for touring artists and bands. The amphitheater is sponsored by Coca-Cola, Mercedes-Benz, Budweiser and seats 7,470 people.

The exclusive Mercedes-Benz Club is a private lounge that is available to amphitheater Box Suite holders and VIP guests featuring an outside patio seating area as well as inside seating and bar service with special menu items.

"The Mercedes-Benz Club is a great area for box ticket-holders and corporate sponsors to relax in before, during and after an event," said Joe O'Brien, Director of Concessions for the Tuscaloosa Amphitheater. "We have our own dedicated staff to assist patrons looking for a more upscale experience at the amphitheater."

### The Operating Challenges

One of the most appreciated perks offered for guests in the Mercedes Benz Club is table-side service by the wait staff which allows the VIPs to avoid long lines at the concession stands for drinks and meals. Servers would manually hand-write orders on slips of paper and deliver them to the bar or kitchen for preparation.

*"Our guests are more apt to order additional drinks or snacks because they don't need to wait as long. I would estimate we've already seen an approximate 50 percent decrease in the amount of time and labor required just to take orders and about 20 percent in sales increase."*

Joe O'Brien, Director of Concessions  
Tuscaloosa Amphitheater



Problems arose and delays in service were created when the club was busy during peak hours. With wait staff having to dash between customers and the kitchen and bar to first place and then again to pick up the food and drinks, VIPS became exasperated by slow service and mix-ups.

“The back-and-forth to the kitchen and bar alone was exhausting and time consuming,” said Mr. O’Brien. “It would lead to confusion in the kitchen. Too often the wrong items were prepared or delivered to the wrong seats. We had to remake those selections and our customers had to wait longer. We strive for a high-level of service and we didn’t have the tools to make it work 100 percent of the time.”

Further impeding satisfactory customer service was the process of manually entering the handwritten orders into a traditional PC-based POS system, which would then print a check for final payment purposes. Mistakes made when typing in selections and that cost the club money and resources. In addition, more time and labor was wasted when the occasion came to settle the tab. Servers would run inside, print the check, bring it to the customer, collect the payment, process the payment and then bring it back for signature. Even after that was done, another trip to the terminal was required to add the tip and close the check.

#### **The Complete Solution**

The operators of the Amphitheatre determined that the solution to their problems could only be found in a mobile capability that would provide faster service to their VIPs and reduce wasted overhead. That’s when they turned to e-Nabler, developers of the eMobilePOS solution. eMobilePOS is the award-winning cloud-based POS software that converts Apple iPhones, iPads and iPod touches into a fully integrated POS system with inventory control capability and a web-based back-office console that provides real-time analytics.

The eMobilePOS solution employs the innovative iAPS Sled developed by Daily Systems that fits any generation of the iPhone and iPod touch and turns these devices into complete mobile POS terminals with integrated magnetic stripe reader, smart card reader, bar code scanner, and receipt printer – all built into one device. The iAPS sled allows wait staff to send orders over the Amphitheatre’s wireless network to the bar and kitchen, seamlessly integrate orders with the facility’s eMobilePOS system and process payments securely and print receipts right at the customer’s table.

#### **The Outcomes**

Consulting with a trusted mobile Food & Beverage systems vendor, Carts of Colorado, the amphitheater purchased e-Nabler’s eMobilePOS system along with six Daily Systems mobile iAPS sleds for the bar and kitchen areas. After a quick, one-day install and a two-day training session, the employees began to take orders by the outdoor box seats and transmit them directly to the bar and kitchen printers over the wireless network.

Now, once an order is transmitted to the kitchen and the bar, kitchen staff and bartenders can begin preparing customer selections immediately, eliminating the need to wait for or decipher hand-written orders.

This change alone has made a substantial difference in the flow of the kitchen and bar areas. Wirelessly sending orders to the kitchen now allows wait staff to spend more time catering to the needs of the VIPS and order delays and confusion have diminished.

When it is time for the customers to close out their tabs, the eMobilePOS solution allows servers to process payments at the VIP box seats. Customers no longer must wait for their checks and then wait again while the payment is being processed. As an added layer of security at the VIP area, credit cards never leave the customers’ sight while payments are being processed. This substantially reduces the opportunity for fraud and theft.

Customers have raved about the new, faster service and secure checkout using eMobilePOS solution, maintaining that the service has never been better since the inauguration of the amphitheater some two years ago. The Tuscaloosa Amphitheater is also thrilled with the results. The Mercedes Benz Club has seen significant overhead reduction and an increase in sales, thanks to the quicker turnaround times.

“I estimate we’ve already seen an approximate 50 percent decrease in the amount of time and labor required just to take orders and about a 20 percent increase in sales,” said Mr. O’Brien. “Our guests are more apt to order additional drinks or snacks because they don’t need to wait as long.”

### **e-Nabler Corporation.** Delivering a complete mobile POS system for smartphones and tablets.

Founded in 2001, e-Nabler Corporation, the company behind the award-winning eMobilePOS software, is one of the pioneers in mobile point-of-sale solutions. eMobilePOS was the first full- featured POS app on iTunes and has to date processed more than 1.3 billion transactions.