

NCC and American Metro Provide The Miami Open with a First Class Customer Experience

Among international tennis tournaments, the Miami Open is known for an exotic location with beautiful weather, luxurious beaches, and exciting nightlife. More than 300,000 guests attend the annual tournament over two weeks at the Crandon Tennis Center in Miami, Florida, to watch the world's top men's and women's tennis players compete.

Guests also attend the event for great dining and entertainment experiences. They can choose from nineteen table service or walk-up concessions venues located throughout the tennis center's 800-acre complex including Sushi Maki, Ben & Jerry's Sweet Shop, Crepe Express, Starbucks, a Latin Café and Bacardi Bar, Grey Goose Lounge, Moët & Chandon Champagne & Sushi Lounge, and the Stella Artois Center Court Lounge. In addition, a variety of food trucks also bring culinary creations right to a gate at the main stadium.

The Miami Open needed to provide customer experiences that complement the up-scale brand of the event — including exceptional experiences at the point of sale (POS). The challenge was to provide POS functionality for the wide variety of venues — some located more than a half-mile apart — to make payment transactions quick and convenient for event attendees. The system also had to facilitate menu changes during the event and had to include functionality to accept player and volunteer meal cards at any venue. In addition, the Miami Open required a solution that was simple for event staff to learn use, and provided both site-level and comprehensive labor, inventory, and sales reports.



Customer: The Miami Open

Industry: Events/Concessions

Solution: POS system provided by American Metro, including NCC Reflection POS and NCC RHQ.

“The American Metro-NCC solution provided the Miami Open with 100 percent POS system uptime.”

THE SOLUTION

American Metro, an industry leader in providing point of sale rental solutions, systems, and support to the events industry, partnered with NCC to tailor a solution to the Miami Open's requirements.

NCC's Reflection POS's user-friendly interface and functionality ensured staff was trained quickly and could work easily without supervision. Because Reflection POS features terminal redundancy, data is stored on each terminal and shared among terminals, and terminals can operate offline, if needed, and transmit data to the network when the connection is restored, preventing downtime.

NCC's RHQ cloud-based headquarters solution also provided event managers with the ability to change menus as required and to update all venues from a central location. It also provided real-time reports that managers could access from any location at any time.

NCC worked with The Customer Connection, a third-party meal card provider, to develop a custom interface that allowed the Miami Open to issue meal cards, which could be accepted at any of the venues during the event.

American Metro staged the system at their Shoreview, MN

facilities, configuring the system, programming menus, and testing the system before transporting it to Miami. The VAR installed more than 60 terminals on one network in one week prior to the event, and remained onsite for training and 24/7 support with the help of NCC during the 12 days of competition.

THE RESULT

The American Metro-NCC solution provided the Miami Open with 100 percent POS system uptime. RHQ made it easy for managers to track labor remotely and consolidated sales data across all vendors, and the customer experience at the POS was fast, accurate, efficient, and secure.

With the success of the solution for the Miami Open, American Metro is in the process of transitioning many of its other major events to the NCC product line. American Metro's installs often present unique challenges for support and networking, but with NCC's solution that has no single point of failure and data redundancy, those challenges are easier to overcome.

Partnering with NCC has also enabled American Metro to expand its offerings and pursue new business opportunities.

