



Increase concession stand spend per head and avoid customer frustrations.

Verteda's unique app - downloaded for free in the apps stores and at www.qjacker.com - enables your customers to pre-order in-venue snacks and refreshments online or using their smartphone. With Qjacker, your customers' smartphones become POS terminals: a secure extension of your food and beverage operations.

Sports and entertainment fans pre-ordering this way typically have a higher overall spend.

For customers... your customers avoid lengthy queues and instead collect orders from the dedicated Qjacker lane closest to their seat – so they get served faster, are more satisfied and don't miss their event.

For venue operators and foodservice providers... stadia and arena operators have far greater visibility of inventory and stock requirements, can deliver enhanced service, drive higher concession revenue, reduce costs and utilise staff in more targeted ways.

How Qjacker works

Qjacker is simple and highly effective. Leveraging existing mobile technology, it integrates seamlessly into your official venue or team app and your existing point-of-sale (POS) systems – and because it's fully integrated with Verteda POS solutions, it's included free to our existing customers as part of their software package. Qjacker helps you optimise your mobile strategy by offering customers a premium experience of ordering in advance and in seat – with no venue wifi connectivity required. Once a Qjacker solution is installed at your venue, customers simply download the app to their smartphone or desktop at www.qjacker.com - and order at their leisure.

The Qjacker advantage

- Tap into latent revenue in your venue
- Increase sales penetration and spend per head
- Capture revenue securely in advance of an event
- Remove customer selection and payment delays
- Plan and deploy staff resources in smarter ways
- Understand stock in advance – reduce waste
- Speed up sales and customer turnover
- Venue and staff can focus on order and inventory fulfilment – and more 'value added' activities
- Interfaces with loyalty points
- Interfaces with fan membership schemes
- Email and promotions to users
- Social media sign-in
- Requires minimal capital expenditure

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Qjacker – only available from Verteda

Long queues are one of the biggest complaints about a venue – and can have a serious impact on business returns

From a 10-minute queue – to 40 seconds from arrival to order collection

Queuing in sports and entertainment venues is often frustrating and slow, perhaps caused by insufficient terminals or staff coverage to cope with demand, plus having to deal with last-minute customer decisions to change orders or payment method. As queues build up, and with only a restricted window to serve as many customers as possible, venue operators risk missing out on valuable revenue opportunities – as customers simply give up. Qjacker is a better way.

Proven in time and motion studies, Qjacker enables you to optimise service and target latent revenue, removing pinch points and serving as many fans as possible in limited time windows. In-venue studies have shown a reduction in serving times from 10 minute's queuing – to only 40 seconds from a fan scanning their Qjacker barcode to collecting their entire order.

Increase customer spend by up to 30%

Qjacker changes how Food & Beverage, Operations and Commercial Directors look at in-venue commerce - and creates new opportunities to tap into latent revenue within your stadia, arena and entertainment venue. Qjacker drives incremental revenue through increased sales promotion and sponsorship/brand awareness on the web, app and collection lane. With many venues simply lacking the physical space and counter length to install more POS terminals to serve latent demand, Qjacker converts your customers' smartphones into POS terminals – helping to generate 5-10% of incremental sales for every event and 25-30% additional customer spend via smartphone pre-ordering.

Qjacker has the capability to link to charities or your team's charitable foundation for local community investment.



For more information, visit www.verteda.com or call +44 (0)1925 401310.

About Verteda

Our innovative SaaS, hosted and on-premises IT solutions enable stadia and arena, entertainment venues, hotels and resorts, hospitality and foodservice to streamline operations and focus on costs: to increase workforce productivity, enhance guest satisfaction and maximise profitability in multiple area of operations: complete food and beverage operational management, point-of-sale (static, mobile, online), payments (cashless, contactless, online, queue busting), inventory and procurement, stock control, business intelligence and real-time reporting. From our headquarters in Warrington, UK, we work throughout Europe, the Middle East and Africa. Our customers include Old Trafford, Manchester City FC, LG Arena, Saracens RFC, Sale Sharks RFC, Southampton FC, Newbury Racecourse, Chester Racecourse, Lord's Cricket Ground, The Twickenham Experience (RFU), Elior, Lindley Catering, Balfour Beatty Workplace, The Dorchester, The Lanesborough, The Landmark Hotel, The Maybourne Group including The Connaught, The Berkeley and Claridges.



Your customers pre-order their refreshments on their smartphone with the Qjacker app



They scan the passcode at the Qjacker lane to activate their order



They pick up their order at their chosen time and jump the queue

