

SHIFT4

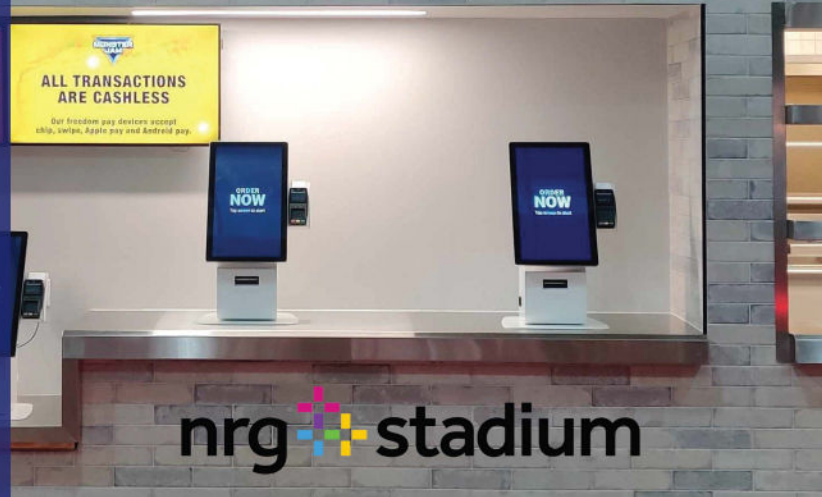
- Seamless commerce in large venues like stadiums and arenas
- POS, mobile ordering and self-service ordering
- Loyalty

CHALLENGES:

- Requirement for a more robust kiosk
- Desire for flexibility within the kiosk

KEY RESULTS:

- Streamlined, higher quality kiosk
- Enhanced customer experience
- Peace of mind deployment



BACKGROUND:

Shift4 Payments is a national leader in secure payment processing solutions, including point-to-point encryption, tokenization, and point-of-sale software and hardware. Founded in 1999, Shift4 processes payments for over 200,000 businesses in the hospitality, retail, leisure, and restaurant industries. In 2021, Shift4 acquired VenueNext, a point-of-sale and payment solutions provider for stadiums, arenas, and other entertainment venues. Shift4 deploys self-service kiosks with the VenueNext software to facilitate streamlined food and beverage ordering in stadiums throughout the U.S. To meet the needs of stadium clients, Shift4 orders a high volume of kiosks with the same out-of-the-box configuration.

PROBLEM:

The quality of the kiosk stands was a primary concern for Shift4, explained Kurt Deninger, Manager of Growth Solutions for the company. In his previous role with a different company, Kurt had put together a standardized kiosk with an off-the-shelf frame and all the components for a complete self-ordering solution. At that time, he had partnered with Olea to design the kiosks and saw that the quality of the product mattered.


However, in his new role with Shift4, he discovered the kiosk quality was subpar. The units needed to be assembled in the field and they did not possess the durability or functionality of the higher quality kiosks from Olea. In addition to being less aesthetically pleasing, the kiosks had several points of failure. Kurt said there was a need for better quality and more flexibility with the configuration.

SOLUTION:

Knowing he had a positive experience with Olea’s self-service kiosks at his former company, Kurt reached out to Olea once again to find a premium kiosk solution for Shift4 and VenueNext.

“You can put Olea’s kiosks next to many other kiosk products and immediately see where the money is—it’s like comparing your favorite car to the most basic car, like a Cadillac to a Kia,” said Kurt.

Shift4 required a high volume of kiosks for stadiums; therefore, finding a solution they could install quickly was essential.



Location: Cerritos, CA

Applications:

- Food and Beverage
- Ticketing
- Self-checkout

Olea delivered a customized, fully assembled self-service kiosk product Kurt and his team could take off the truck pallet and deploy right away. This was a big benefit, especially compared to their experience with other modular kiosk products that offered no customization options and required extensive on-site assembly time.

Because he had already experienced the superior kiosk presentation and customization available through Olea, Kurt knew it wouldn't be an issue if they needed to make adjustments like new PIN pad installations. He noted that with the previous lower-quality model Shift4 deployed, there was no easy way to incorporate features like a USB hub and LAN line necessary for the installation of the new PIN pad. Olea solved challenges like these with kiosks they could customize effortlessly and in far less time.

"If you get a new PIN pad, it would take other companies nine months to a year to deliver—that is, even if they would offer it on the off-the-shelf kiosks," Deninger added.

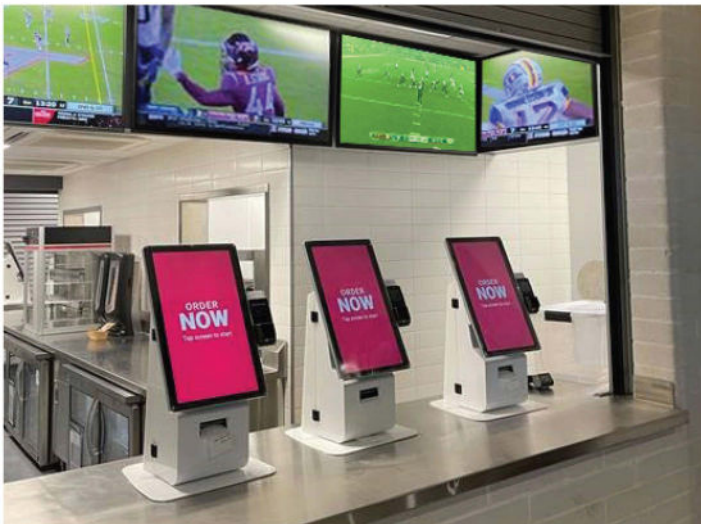
"It will take a manufacturer time to engineer and manufacture a new pin pad bracket to support the new device. Or, they may not make that bracket at all. As the larger companies will only make accessories for what they deem as the most popular, like 2 or 3 options. Also if manufactured overseas, add in the time to engineer, fragmented communication and shipping time and costs. With Olea, you can eliminate further software development and get the kiosk up and running much faster," explained Deninger.

OUTCOMES:

Kurt and the Shift4 team observed several positive outcomes as a result of deploying self-service kiosks from Olea.

STREAMLINED KIOSK DEPLOYMENT

Kurt explained that when Olea came on board to help with the stadiums' kiosk deployment, it drastically shortened the deployment timeline and streamlined the entire process. They could take the kiosks off the truck and install them right away.



In the past, kiosk deployment could take up to a week. And there was significant time spent assembling the kiosks. With Olea's self-service kiosks, they can take them out of the box, plug them in, and connect to the network.

"That's the level of ease I want on a kiosk installation," said Kurt. "Rather than wasting time and money on installation, our team can focus on other issues like opening day challenges and backend payment matters."

PEACE OF MIND

Knowing they had a premium product that would work optimally right out of the box gave Kurt and the team peace of mind. Kurt explained that having top-quality kiosks at stadium events was well worth the additional investment. With previous models, the continual problems led to lots of headaches and stress. Olea's kiosk solutions eliminated these hassles to facilitate a smoother experience for the entire Shift4 team, stadium staff, and, most importantly, the end users.

ADA COMPLIANCE

Olea's self-service kiosks ensured the stadiums adhered to Americans with Disabilities Act (ADA) guidelines. According to Kurt, no other out-of-the-box kiosk solutions consider ADA accessibility or cater to those guidelines. Knowing they had ADA-compliant kiosks at stadiums gave them one less thing to worry about during stadium events.

"Olea is in tune with ADA compliance, and if questions come up, their team is better versed to speak about it and address any concerns," Kurt said.

ENHANCED CUSTOMER EXPERIENCE

With the higher-quality self-service kiosks from Olea, Shift4 can facilitate an ideal customer experience, including shorter wait times in lines and ease of kiosk use. In addition, fewer incidents of kiosk breakdowns and improved functionality mean the kiosks do what they need to do to get customers through the line and onto the main event. Because Shift4 installs such a high volume of self-service kiosks at each stadium location, they must perform optimally. According to Kurt, Olea's kiosks help them meet the goal of keeping customers satisfied.

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*- Kurt Deninger, Manager of Growth Solutions
Shift4*