pop'n eat at Hard Rock Café Lyon

"The HID Global Trusted Tag Services technology enabled us to build a multitude of business to consumer applications around the concept of "proof of presence" that we could not reach with traditional NFC tags."

Eric Benrey
CEO, pop'n link

Pop'n eat Highlights

- Very intuitive, multilingual user experience
- No cable, no tools needed, just stick POPs on tables and tap once to assign them
- Faster order delivery with less personnel
- Backend payment and statistics integration
- Trusted Tag® and/or Bluetooth enabled for authentic proof of presence
- No app or account required from guests

Lyon, France

An innovative customer and brand experience with trusted RFID and no APP to install.

Hard Rock Café is known across the world for great food available in restaurants that offer the unique atmosphere of being surrounded by authentic instruments, clothes and props of the world's most famous musicians. Striving for constantly increased customer service, Hard Rock Café has invested in the pop'n eat solution from pop'n link, powered by HID Global Trusted Tag® Services.

Pop'n link is a fast growing IoT start-up that provides Hard rock café's clients a pertinent access to contextual services and content, without downloading any specific app sharing neither any login or personal data. By just holding a smartphone on a pop device for a few seconds, a user is instantaneously offered a new universe of digital services tailored and related to the pop location / table in the restaurant. With the underlying Trusted Tag Services technology from HID Global, proof of presence is established as basis for ordering, billing and authentic reviews.

Challenges

Like in any restaurant with table service, wait times occur for the guests when they want to get the menu, order or pay while the waiters are busy at other tables. Hard Rock Café wanted to overcome this issue and reduce wait times for guests, by installing an on-line at the table menu and ordering service. Instead of installing bulky tablets at every table that require cabling for power, guests should be able to use their own smartphones of any make or model without requiring to download app or create an account before to get started.

It was important to not only cover NFC enabled phones, but also older iPhone models that only support Bluetooth connections. People should be able to brows the menu or souvenir shop items anytime, but should only be able to place orders or post reviews when they are actually on-site (proof of presence).

Also, due to the global clientele of the restaurant, menus should be available in multiple languages and easily be kept up to date with latest offerings and specials. Finally, workload on staff should be reduced and backend analytics be provided.

"Our clients love the new direct-on table on-line services they can use with their phones. They can browse, order and pay at their own pace in their own language."

Edouard Albaret,
Manager, Hard Rock Café Lyon

Solution

The pop'n eat solution was able to fulfill these requirements and more by a combination of the following components:

- An easy to use backend software "pop'n designer" that allowed Hard Rock café to build and maintain their mobile web pages and menus without any programming skills needed. The platform is made of business widgets (shop, cart, pay, review, book, report, pick & collect, ...), so customers like Hard Rock Café can rapidly build and tailor web pages to their business requirements.

- The guest's smartphone which he holds ("taps") against the pop fixed at a table to bring up the interactive website related to that table

- The "pop" – a piece of hardware with an embedded trusted NFC tag and a BLE beacon, which is printed in Hard Rock Café's design and fixed to each table

Results

Thanks to the pop and pop'n eat platform, Hard Rock Café Lyon was able to quickly realize tangible benefits after only 6 months of operation in form of ~7% increased revenues and 6% cost savings, as well as qualitative benefits for the restaurant (happier staff, more effective service, less stress, ability to react quicker & better) and customers (increase comfort & satisfaction hence loyalty, save time, receive service in their own language, ...).

Goals achieved:

- Boost revenue and open new business

  - Increase average basket size due to easier add-on sales
  - Optimize special area revenue (terrace, rooftop) by decreased wait times
  - Promote add-on sales of goodies and souvenirs, events, games, pick&collect, ...
  - Save costs by utilizing staff more efficiently

- Improve on-line branding & enlarge loyalty community

  - Increase reward enrollment by promoting it at top of menu page
  - Inclusion of reward program in payment process
  - Increase social network visibility
  - Provide trusted reviews (proof of presence) to web platforms e.g. TripAdvisor

- Increase Customer Satisfaction

  - Incentivize customers to fill out trusted reviews
  - Fast selection and order process
  - Easy to call a waiter for additional assistance
  - Direct reaction to customer feedback when appropriate

NFC Bluetooth

hidglobal.com

North America: +1 512 776 9000
Toll Free: 1 800 237 7769
Europe, Middle East, Africa: +44 1440 714 850
Asia Pacific: +852 3160 9800
Latin America: +52 55 5081 1650

An ASSA ABLOY Group brand

ASSA ABLOY