

INCREASING STADIUM SUITE REVENUES

A minor league baseball team needs to increase revenues from patrons in their stadium suites. Customers in suites often stay in the suites for the entire game, so the goal of the ballclub is two-fold: First, to give the fans a great in-suite experience that incents them to spend money in-suite. Second, to get the fans out of the suites and walking / shopping the stadium concessions.

Solving this challenge will benefit the team in the following ways:

- ◆ Fans would order more food and drinks while in the suites
- ◆ Fans would leave the suites and spend money on products in the numerous concession areas
- ◆ Unified Communications would enable these benefits without the ballclub incurring additional personnel overhead expense
- ◆ They would use existing personnel, use up more inventory more quickly, and enhance the fan



THE SOLUTION

The focus of this solution is the ability to provide new and innovative applications through IPcelerate's IPfusion that leverage the latest IP phone sand their color graphics and touch screen interface.

1. Leverage touch screen and color graphics capability of the latest IP phones to provide applications using icons as the primary interface
2. Present JPEG images of merchandise or services to the screen of an IP phone as a means to advertise preferred inventory
3. Schedule audible commercial to be played to the speakers of the IP phones promoting excess inventory or profitable services
4. Leverage touch screen capability and adjustable 'hot spot' to invoke other options or display more information
5. Selecting specific icons drives calls, pages, or messaging to service personnel allowing business to run more efficiently
6. Acknowledgements allow service personnel to be connected to the IP phone requesting service and inherently provides for internal auditing of timely service
7. Change product and service offerings presented to potential customers through a Web based GUI, eliminating the need to reprint menus, price lists, etc., forming a greener operation
8. Provide access to customer tabs or accounts through the touch of an icon; provide additional functionality through programmable soft keys such as ClsTab or Update

