



## SUITE CONCIERGE™ WHITE PAPER



# Suite Concierge™

Prepared by: LeAnne Black, Director of Marketing

Created: May 8, 2014

## EXECUTIVE SUMMARY

### Overview

Suite Concierge™ is a customer-facing kiosk solution specifically designed to meet the unique needs of the sports and entertainment venue hospitality industry. Our software is certified by Microsoft Windows 8.1 and runs on robust commercial-grade large format (23"+) touch screen hardware.



---

## SUITE CONCIERGE™ WHITE PAPER

### Outline

The public's expectation of technology continues to increase as mobility becomes more ingrained in our daily lives. Implementing customer facing kiosks in luxury suites or club boxes elevates the customer experience by delivering the following benefits:

- Increased Productivity
- Improved Order Accuracy
- Increased Order Frequency & Ticket Value
- Improved Data Gathering & Reporting

## IMPROVED SUITE EXPERIENCE WITH SELF-SERVE KIOSK

### Increasing Efficiency and Order Cycle Times

Improving how employee resources are allocated is often one of the processes we look to first when exploring how to maximize efficiency. How well an employee's available time is used to deliver maximum benefits to customers should be the primary focus in improving the order and delivery process. Implementation of self-serve kiosk solutions in luxury and box suites allows customers to place orders for menu items the moment they are ready, regardless of the availability of staff. The simplified process of delivering orders directly to the back-office or point-of-sale system, rather than through an attendant, can show dramatic improvement in the effectiveness and efficiency of the order fulfillment process. By eliminating the need to run customer orders to the kitchen for fulfillment, employees and attendants can focus on timely delivery of orders and customer service, this is especially important during peak order times. An installation case on a client site showed that luxury suite guests placed orders through the Suite Concierge kiosk prior to the attendant's initial visit to the suite that evening. In this same installation case, suite owners and guests were previously requested to use the suite telephone to call for an attendant, or wait for staff to check-in in person in order to resolve a request. Through Suite Concierge messages are delivered electronically directly to the back-office or attendant stations. Guests can also use the "Call Server" feature to request needed items through a request text box on the kiosk. Guests no longer need to wait a long turn-around time for a corkscrew or extra napkins: the attendant arrives with the needed items on their first visit. Outfitting attendants with hand-held devices is also beneficial to maximize their time and efficiency. Saving valuable relay time, these hand-held tablets running Suite Concierge assist attendants by communicating orders or requests they have taken in person. Attendants can also accept credit card payments through the tablet's magnetic reader, and view the expected delivery time for multi-item orders or specific menu items. Personalized and attentive service from the attendant is increased as technology empowered processes improve the way they serve valuable guests.

# SUITE CONCIERGE™ WHITE PAPER

## Accurate Orders

Easy-to-use, Suite Concierge allows guests to effortlessly place orders from a full menu *exactly* as they would like, eliminating the opportunity for miscommunication with an attendant. Each menu item can be customized for personal preferences, and special requests can be made from the comment box on each item detail screen. Every menu item's detail page can be fully customized to request as much information as the kitchen needs to get the order right, every time. Options requiring a selection, such as salad dressing, can be set as required and will notify a guest that choosing an option is necessary before the order can be completed.

**Fully customizable item selections and comment boxes can be tailored for each item order page**

SUITE CONCORGE

Order Now \$29

CALL SERVER

VIEW MENU

VIEW ORDER

MY ORDERS

NEW ORDER

< Hearts of Romaine - 42.00



Parmesan, garlic-herb crouton, buttermilk-anchovy dressing. Serves 6

Product image for illustration purposes only. Actual product may vary.

Order Information

\* Indicates a required field(s)

Quantity \*  
1

Add Chicken

☐ Add Chicken (Add \$6.00)

Comments

ADD TO MY ORDER

Copyright © 2003-2014, Red Fox by Red Fox Hospitality Solutions, All Rights Reserved. 10000 Red Fox.com

**Guest must make selections for applicable menu items**

Served as a 6 Pack, Choice of Pepsi, Diet Pepsi, Sierra Mist, Root Beer, Lipton's Brisk Iced Tea

(Product image for illustration purposes only, Actual product may vary)

**Order Now \$29**

**Order Information**

\* Indicates a required field(s)

**Quantity \***

- Pepsi
- Diet Pepsi
- Sierra Mist
- Root Beer
- Lipton's Brisk Iced Tea

**SOFT DRINKS**

CALL SERVER

VIEW MENU

VIEW ORDER

MY ORDERS

NEW ORDER

< Soft Drinks - 17.00

Orders are also reviewed by the guest before confirming and paying. Every item chosen and the customization for those items is detailed on the confirmation page, so it's clear to the guest exactly what they should be expecting, avoiding costly returned orders. Suite Concierge also features an order history page where past orders can be reviewed any time after the order is placed.

Timely deliveries are an important part of accurately fulfilling orders. Expected time parameters for the fulfillment of a menu item can be set and notifications sent to staff when the order has not arrived to the suite within the set time. These delivery expectations and time tracking help identify additional ways to stream-line the order and delivery process.



## SUITE CONCIERGE™ WHITE PAPER

### Increase Order Consistency and Ticket Value

Suite Concierge is an incredibly visual way to view menus and place orders. The user interface is custom designed and branded to look and feel like the venue or event's branding. Large images and colorful graphics displayed on high definition large-format touch screen hardware can enhance the luxury suite experience and boost event day sales. Images of menu items appeal to guest's appetite and help sell products better than written descriptions. The stream-lined ordering process encourages more frequent orders, the quicker an order is delivered the more likely it will be consumed with time remaining during the event to place another. Suite Concierge replaces traditional paper menus by displaying the most current menu and images available. Menus can be updated real-time, reflecting timely specials or discontinued items.



**Large images and  
colorful graphics can  
boost sales**

When it comes time to settle the bill guests have three options. Suite owners can choose to pay with their payment information on file by selecting a unique PIN number. This convenient PIN payment feature allows for verification that the user is authorized to make charges to the account on file. Suite owners can share this PIN with clients and guests so that the hosts can be directly billed for any purchases through the Suite Concierge kiosk. Additionally, guests can pay with a credit card which can be swiped on the card reader on the kiosk. The payment page also has the option to "Call Server" which will allow for cash transactions.

### Improved Data Gathering and Reporting

Capturing data about the usage and ordering habits of Suite Concierge is both useful and valuable. Real-time use statistics reporting is available to management, including the frequency in which each item is ordered, or even when items are added to the cart but the purchase was not completed. This information helps decision making regarding menu updates and special offer incentives for ordering certain items. Reports can also include revenue generated by each suite or box unit. Identifying and understanding higher demand areas allows for better allocation of resources to the busiest sections on any given day, based on real-time data.



---

## SUITE CONCIERGE™ WHITE PAPER

### FOR MORE INFORMATION

#### **for demo or sales contact**

Bob Herman  
bherman@red-fork.com

**web** [red-fork.com](http://red-fork.com)

**tel** (888) 962-6738

### ABOUT US

Red-Fork Hospitality Solutions, LLC is a Phoenix-based developer of customer-facing applications designed for streamlined delivery of menu orders from kiosk, table-top, or mobile devices. Our applications are brand-able and easy-to-use solutions that provide extended customer reach and increased sales and order accuracy, while giving greater flexibility to patrons and business operators.