



BMO STADIUM

Case Study

The home of the Los Angeles Football Club (LAFC) is located in the heart of downtown LA. BMO Stadium (formerly Banc of California Stadium) has a capacity of 22,000 and boasts a stunning view of the city skyline as well as an array of food and drink options for fans.

Challenges

BMO Stadium, formerly known as Banc of California Stadium, is a premier stadium in Los Angeles, California. Opened in 2018 to much fanfare, it is home to Major League Soccer's Los Angeles Football Club (LAFC) and serves as an impressive sports facility for nearby communities. With a seating capacity of nearly 23,000, the stadium has become one of the most sought-after venues in the city.

With soccer matches often decided by a difference of a single goal, fans are hesitant to leave their seats during the game and potentially miss the match-winning moment. Compounding this challenge is the tight concession sales windows limited to the pre-game period and one 15-minute halftime, which makes it difficult for venues like BMO Stadium to maximize sales opportunities. The BMO Stadium team was looking for a solution to increase concession sales and reduce customer wait times to provide visitors with a more enjoyable game-day experience.

According to Jonathan Harris, founder of JHsports+ and sports concessions consultant for the LAFC: "We were looking for a turnkey

“ We are regularly surveying our fans, and they love how Mashgin lets them move through the lines so quickly. The LAFC home games have been sold out since 2018, and concessions are always in high demand. Getting those lines moving means more fans can get their snacks without missing out on the action on the field. ”

Christian Lau

Chief Technology Officer
at Los Angeles Football Club

Results

400%

400% Faster Transactions

Fan checkout times of under 13 seconds is over 4x industry average.

25%

25% More Revenue

Concession stand retrofitted with Mashgin saw a 25% boost in revenue.

ABOUT MASHGIN

Mashgin is the world's fastest self-checkout system. Using computer vision, Mashgin identifies items and instantly rings them up all at once. Customers simply place down their items and pay. Transactions on Mashgin are up to 400% faster than a cashier and 800% faster than traditional self-checkout solutions, resulting in shorter lines, more sales, and happier customers.

400M

Transactions

3.7K

Locations

4x

Faster



solution that could be deployed quickly. Mashgin is a tried and true system with millions of transactions under its belt. For us, it was the perfect way to innovate checkout at pace.” In late July 2022, the stadium launched 4 Mashgin kiosks and saw impressive results. Two weeks later, the stadium ordered an additional 4 machines after realizing the significant impact that Mashgin had on reducing concessions lines.

The median transaction time using Mashgin was only 12.5 seconds, roughly 4x faster than the industry average for traditional self-checkout. This change means not only shorter wait times for fans (as they no longer have to stand in line) but also more time spent watching the game they love. This increased convenience often leads to increased consumption as well; by making it easier than ever to purchase food, BMO Stadium is able to provide fans with a better overall experience, leading them to come back time and time again.

An A/B test conducted by the stadium showed a remarkable increase in revenue, with a 20-25% sales boost at a retrofitted stand by adding just 4 Mashgin kiosks. This increase in revenue was achieved without cannibalizing sales from nearby concession stands. Realizing these kiosks' potential for maximizing revenue, LAFC decided to establish a new grab-and-go location within an area of the stadium without any concession stands. Not only did this initiate a whole new stream of revenue for the stadium, but it also allowed them to do so without reducing sales at other stands.

At BMO Stadium, ensuring fan satisfaction has always been priority number one - and with Mashgin's efficient self-checkout kiosks, they are able to do just that, allowing fans to spend less time waiting in line so that they can spend more time cheering on their team. The positive impact on BMO Stadium's operations and customer satisfaction highlights the importance of investing in innovative solutions that improve the fan experience.



Copyright © Mashgin, Inc, 2024

 Palo Alto, CA

 sales@mashgin.com

 www.mashgin.com

BMO  **STADIUM**

Venue:

BMO Stadium

Franchise:

Los Angeles Football Club

Location:

Los Angeles, California