

EMPOWER FIELD

Case Study

Empower Field at Mile High in Denver, Colorado is the home of the Denver Broncos and the MLS team the Colorado Rapids. The stadium opened in 2001 as Invesco Field at Mile High and was renamed Empower Field at Mile High in 2019. The stadium has a capacity of 76,125 spectators and is owned and operated by the Metropolitan Football Stadium District.



Challenges

Empower Field at Mile High is a world-class sports venue home to the NFL's Denver Broncos and Major League Soccer's Colorado Rapids. As with any sports stadium, the primary objective of Empower Field is to ensure that fans have an enjoyable and memorable experience during each visit. To achieve this goal, the stadium management team has implemented several initiatives to provide top-notch services to fans. One of the key areas where they have made significant strides is with concessions.

Concessions are essential to providing fans with a positive experience. However, the traditional concessions process is known for its long lines, slow service, and overall inconvenience, which can quickly detract from the fan experience. Recognizing this issue, the team at Empower Field decided to take action by installing 17 Mashgin kiosks around the stadium.

The Mashgin kiosks are fully automated and allow fans to purchase food, drinks, and

- ✓ Allowed Mile High Stadium to focus on the quality of food and drinks served to fans
- ✓ Shorter lines let fans get back to the action in no time
- ✓ New technology kept the fan experience positive

Results

4x

400% Faster Transaction Times

Customer checkout times were 4x prior concession stand average.

34%

34% More Revenue

Stands with Mashgin kiosks saw a boost in overall transaction count.

19

Transactions Every 19 Seconds

Empower Field at Mile High fans had the fastest concession experience of their lives.

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.

200M

Transactions

3K

Locations

4x

Faster



beverages quickly and easily. With a cash-free system and rapid speed of service, fans no longer have to wait in long lines to purchase their concessions. They can enjoy the game more and not worry about losing out on the action. Moreover, using Mashgin kiosks has helped to alleviate the labor shortage that often plagues concession stands, as the kiosks are fully automated and require less staffing.

The results for concessions stands with Mashgin have been impressive, with locations seeing a 400% faster transaction time than those with traditional point-of-sale systems. On average, a transaction is completed every 19 seconds, resulting in a 34% increase in revenue, counting out to 250 more orders each game. This has significantly impacted the overall fan experience, as long lines and slow service no longer hold up fans.

The debut of Mashgin kiosks at Empower Field was a huge success and has set the stage for an even better fan experience as the season progresses. The stadium management team is

confident that the Mashgin kiosks will continue to play a significant role in providing fans with a positive and enjoyable experience during each visit to Empower Field.

Empower Field at Mile High is committed to providing its fans with the best possible experience during each visit. The installation of Mashgin kiosks is a prime example of this commitment, as it has allowed the stadium to provide faster, more convenient, and innovative concession services.



Venue:

Empower Field at Mile High

Franchise:

Denver Broncos & Colorado Rapids

Location:

Denver, Colorado



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