

TRAY HELPS WILD ISLAND CREATE A VIP CABANA EXPERIENCE

WILD ISLAND IN RENO, NV USES THE TRAY ORDERING SYSTEM TO BRING VIP FOOD SERVICE TO CABANAS, BOOST F&B REVENUE AND REDUCE WAIT TIMES

GOAL Improve Customer Experience

Wild Island Family Adventure Park serves thousands of people daily, and has 18 VIP cabanas available for rent—but no staff to serve those customers. Before TRAY, VIP customers seeking food service would have to wait on long lines at the food stations within the park.

STRATEGY Install TRAY Kiosks to Create VIP Experience

Wild Island offered TRAY's Tablet Ordering System as a VIP perk for cabana customers, letting them order food and beverages without having to leave their cabana – or wait in long lines at the park's food stations. Customers simply place their order using the TRAY kiosk, and are alerted when their order is ready for pickup.

RESULTS F&B Orders Increased 10% & Shorter Lines

- **Increased F&B revenue:** Cabana customers use TRAY repeatedly throughout their visit, driving 10% revenue increase overall and \$60,000 of orders through TRAY mobile ordering system
- **Shorter lines:** Having TRAY reduces pressure on the park's food stations, shortening lines for general admissions customers
- **Improved customer experience:** While VIP customers love the convenience of TRAY, general admission customers appreciate the shorter wait times at food stations within the park

Based on the success of TRAY's Ordering System, Wild Island brought TRAY to its bowling center location, Coconut Grove. "TRAY improves the overall experience for our customers. It helps us capture sales by providing the convenience needed to order – and to order more than once," Scott Carothers, GM of Wild Island said.

"I love being able to offer TRAY as a VIP perk. It makes customers feel special, and has helped us sell the cabanas. It is also super easy to install and use. I've been in business for 20+ years, but I was surprised by just how much TRAY took pressure off the food lines, increasing overall orders and revenue."

SCOTT CAROTHERS, GM

