rezolve ai
advanced retail technologies

Payments App Uses Location For Seamless Mobile Pickup At Stadiums

LOKE

REZOLVE AI PRODUCT:

Geolocation Technology

INDUSTRY:

Quick Service Restaurant (QSR)

VERTICAL:

Hospitality, Bars, Events

COMPANY OVERVIEW:

LOKE, a leader in mobile loyalty and payments, has successfully deployed over 1,000 loyalty programs for major brands. Their mobile processing platform is a full stack solution that unifies payments, pre- ordering, customer engagement and loyalty for an enhanced customer experience and seamless transaction for merchants around the world.

The Challenge

- LOKE needed accurate location services to power a mobile payments app they were building for National Australia Bank, one of the world's 25 largest banks.
- The NAB Dash app would serve as a digital wallet and smart-ordering service, allowing Australian Football League (AFL) fans to order, pay for and pick up food and drinks without waiting in line.
- LOKE needed location technology that recognized when fans at major stadiums were on their way to pick up their order and would send a notification to the merchant.
- In addition to revolutionizing the food and beverage-ordering process, the company also needed to provide NAB with real-time, proximity-based data to optimize the experience for NAB Dash users.

The Solution

LOKE and Rezolve Ai worked together to deliver a location-aware solution, the NAB Dash app. Integrating Rezolve Ai's proprietary location technology, LOKE created the app in collaboration with NAB Labs, the bank's innovation hub.

Rezolve Ai's easy-to-use map interface enabled LOKE to configure locations (using Rezolve Ai's high precision GeolinesTM and Geofences) around food counters and bars at stadiums, such as Queensland Metricon Stadium.

Through mobile-engagement with fans based on proximity, NAB Dash supported sales and improved efficiency for the merchant, while transforming the experience of the user who could carryout a seamless purchase, skip the line and return to the action.

Continue reading for the results ›

How it works

01 Rezolve Ai's advanced conditioning engine ('Zone Enablement') ensured the virtual locations were only active for NAB Dash customers who made a purchase. This increased personalization and avoiding spamming users with irrelevant or unwanted messages.

02 Rezolve Ai technology also collected contextual and accurate insights into foot traffic, the most popular times for purchases and how long fans spent at each location.

The Results

NAB Dash launched at Queensland's Metricon Stadium, home of the Gold Coast Suns and was received successfully by both fans and stadium staff.

> Rezolve Ai's location technology has **helped us to win enterprise clients** and unlock unmatched use cases that enhance the customer experience and **keep us at the forefront of innovation**.

Matt Khoury
Co-Founder, LOKE

Speak with one of our location experts today to see Rezolve Ai's **award-winning geofencing technology** in action.

Connect with an expert >