

Case Study

What were the challenges?

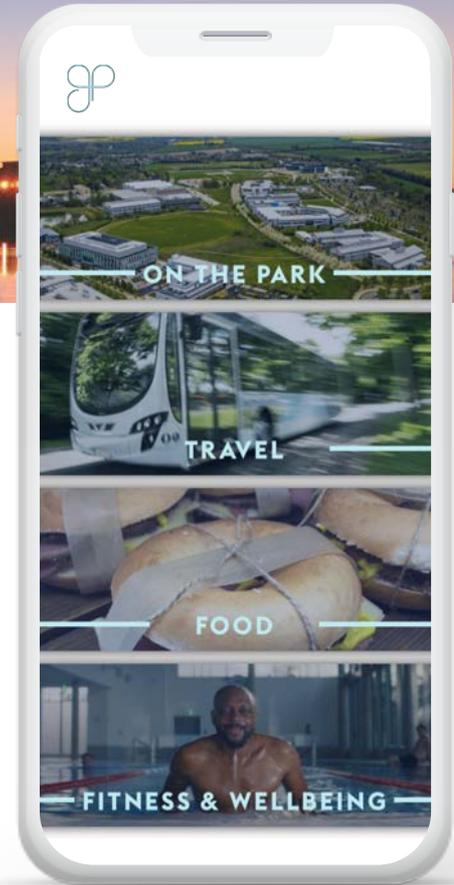
- A need for a campus app, incorporating multiple service lines and facility touchpoints into one digital solution for employee's ease of use
- Pre-ordering 'click & collect' on food and drinks, with the flexibility for operators to change menu items and service times in response to demand
- A digital platform to display key content associated to the park, such as bus timetables, menus, maps and gym opening times
- A solution to integrate with the on-site gym and fitness offering including class bookings, allowing employees to book health and well-being services and gym classes
- A COVID-safe cashless payment solution for the on-site campus bus service, to remove any physical contact or touchpoints, yet offering a frictionless digital ticketing solution

What did we offer?

- A digital app-based solution with the ability to allow all service lines cross the Campus to manage their offering dynamically via an app
- A manageable pre-ordering function for food and drink, allowing the operator full control of the back-of-house system, also enabling customers to plan their meals and breaks, picking up remotely using the 'click & collect' functionality
- A platform to display dynamic content around campus events and news, travel, timetables, menus and other essential information about the park
- A seamless gym membership and health and well-being package showcasing the parks fitness classes and member privileges and class booking
- A digital App for ticketing including purchasing and validation/redemption which is contactless yet easy to use

The digital platform provided by BlueRunner Solutions allows us to combine multiple service lines in to one easy-to-use, single point of reference app, enhancing our customer experience considerably.

'Head of Operations, Granta Park'



What were the results?

- A 'Granta Park' branded single point-of-contact for all campus employees to use for multi-campus park requirements, including but not limited to food and drink ordering, bus ticketing, gym booking and site information
- A user friendly and intuitive 'click & collect' of food ordering platform for that is easy for customers to use and operators to manage, driving sales and reducing service admin and labour
- Increased bookings within the gym and engagement with the health and well-being centre as a result of the live integration with the gym booking system and offering
- Contactless payment for the campus bus service, removing touchpoints with COVID in mind and the ability to remove the need on the coaches for card machines/cash for bus drivers
- An increase in cross platform traffic, such as an employee ordering their lunch while they book the gym, with the multi-purpose app providing a digital platform for cross-selling between services and increased employee engagement of services on offer across the business park and campus