



Game On: Kiosk Upgrades Fast-Forward the Fun at Dave & Buster's

Dave & Buster's gives guests a winning feeling and offers a unique opportunity for multi-generational fun. You'll see families, young adults, executives and teenagers gathered to play, eat, drink and watch sports. By partnering with Diebold Nixdorf to deliver a new kiosk solution that offers a fresh approach to the guest and team member experience, Dave & Buster's is achieving its primary objective: exceed guests' expectations in every way.

Overview

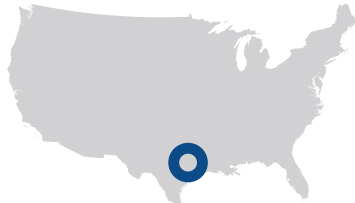
Dave & Buster's

Dallas, Texas, USA

\$1 billion+ revenue

144 locations in 40 states

9,000+ employees



CHALLENGES



Legacy order and payment hardware and software required an overhaul to elevate efficiency and offer an intuitive, frictionless experience while purchasing and recharging Power Cards® or ordering food and drinks.



A kiosk solution needed to be compatible with modern operating systems, with the flexibility to expand its capabilities, grow and evolve with Dave & Buster's deep digital transformation plans to deliver a broader variety of customer and staff journeys, be visually appealing, and well-integrated to their environment.



Their multi-vendor environment with several points of contact caused complexity—the team was looking for a partner that could offer a single source for software, hardware, and services.



Availability is key, so guests can enjoy the fast-paced fun environment they expect from Dave & Buster's.

SOLUTIONS



A reimagined checkout area that provides unsurpassed flexibility, with a customized zone for interactive DN kiosks featuring modern multi-touch technology.



A single self-service solution with multi-payment capabilities that delivers on the Dave & Buster's brand promise to be the "ONLY place to Eat, Drink, Play & Watch Sports."



Diebold Nixdorf oversees all functionalities, from managed services for installation and system monitoring to maintenance, so Dave & Buster's and its guests have a seamless, frictionless experience.

IMPACT



Wait time reduced and the simplified transactions encourage more time enjoying the Dave & Buster's experience, more time to play, recharge their Power Cards and redeem their tickets in the WIN! For prizes.



Staff can focus more on customer service with an upgraded system that has improved efficiency and throughput.



Future-proofed self-service technology is modular, easily upgradable and managed by a single source.

INTERACTIVE, ENGAGING KIOSKS ALIGN WITH THE BRAND PROMISE

The Dave & Buster's team tested the waters by upgrading a pilot store's legacy order-and-payment hardware and software with modern, intuitive, 32" kiosks. Their initial goal was to offer guests more control over their experience so they could enjoy the venue in their own way, a strategy to drive long-term loyalty.

The colorful kiosks saved time, reduced queues and were fun to use—guests were drawn to the new experience, used them quickly and maximized their time. As a result, Dave & Buster's saw a major increase in "fun" at the interactive kiosks in their pilot stores. The success of that pilot across their key metrics led them to roll out the pilot to an additional 60 stores. After the strong deployment across the additional stores, and building on the success and strength of the partnership, Dave & Buster's decided to implement DN kiosks across their entire fleet of stores in 2022.

Our promise when you come into a Dave & Buster's is that you're going to have fun," says Dave & Buster's CMO, Brandon Coleman III. "The new self-service solution from Diebold Nixdorf has really helped us create that: It's reduced lines, it's increased spend and people are having a better time with a frictionless experience. At Dave & Buster's, we're all about creating a great time for our guests. And one of the things that we see correlates with a great time is an increase in spending. We're seeing that increase in spend coming from our kiosks."

Soon every Dave & Buster's will be able to offer consistent, simplified transactions, with self-service solutions that captures the energy and multi-touchpoint experience guests expect when they spend time at Dave & Buster's.

MULTI-FUNCTION SYSTEMS ARE FAST AND FUN

Dave & Buster's required a new order and pay model that would accept various payment options, perform multiple tasks (food/drink ordering, gaming credit loading) and replace outdated systems while still being compatible with current operating systems. The upgraded kiosks have increased efficiency for the organization, and include



features such as card dispensers and engaging touch screens. Now, Dave & Buster's can move customers through the journey that the brand promises. And the deeper the brand connection, the greater the spend.

MANAGED SERVICES WILL FUTURE-PROOF THE SYSTEMS

Dave & Buster's also tapped the DN services team to provide expert solutions across their network of stores. Our technicians deployed and installed the kiosks that provide ongoing network monitoring. Our advanced, remote capabilities allow for quick, seamless software upgrades. Proactive monitoring and real-time information allow Dave & Buster's to increase uptime, ensuring availability levels up to 99.8% at the lowest TCO and avoiding tech hiccups that could interfere with the guest experience. This creates a lower total cost of ownership and a higher return on technology investment. In addition, we designed touchpoints that are more modular and coupled with open software, to provide additional functionalities like RFID tap & go, PIN Pad & Dip Reader, and Scanners, among others.

It's all part of the end goal: to satisfy customers, and keep them coming back. "Ultimately, every customer experience needs to create value for the guest," explains Arvin Jawa, DN's Vice President of Global Retail Strategy and Retail Americas.

"With our new kiosk system, we expect to improve the customer experience and increase our efficiency. We are very impressed by the quality and design of the hardware and total solution Diebold Nixdorf delivered."

—JP Hurtado, Senior Vice President, and Chief Information Officer, Dave & Buster's