ZEBRA

Improve the guest experience and your revenues with mobile barcodes

GET A DIRECT REAL-TIME CONNECTION TO YOUR CUSTOMERS WITH A NEW KIND OF BARCODE

Until recently, barcodes have traditionally been printed on paper labels. But a new kind of barcode has arrived, opening up a world of new applications in the hospitality industry — the mobile barcode. A mobile barcode is simply an electronic version of a barcode that can be stored and displayed on the screen of a mobile phone, providing a direct channel of communication with the most personal device your customer owns — their mobile phone. Whether you are in the hotel business or run a casino, theater, arena, ski resort or amusement park, you can use mobile barcodes to create powerful one-to-one, very low cost marketing programs that take personalized customer service to a new level, help customers save time and money, and drive up revenue and customer loyalty.

Ready or not, here they come

The interesting thing about mobile barcodes is that, unlike any other marketing initiative, your guests just might begin to use them before you do. As people look for ways to simplify their busy lives, mobile barcodes are a natural fit, allowing customers to carry electronic versions of everything from loyalty cards and tickets to coupons, right on the one device that is always with them — their mobile phone. Customers can convert your plastic loyalty card to a mobile barcode with readily available applications on the Web, purchase mobile tickets through a third party ticketing agency or even search the web for available discounts in the form of mobile coupons. So whether you plan to rollout mobile barcodes in the near or distant future, in order to serve today's customer, it is important to understand the potential mobile barcode applications in hospitality — and be ready to scan them when they arrive at your door.

Mobile barcode applications in the hospitality industry

Three mobile barcode applications are being utilized in the hospitality industry today: event ticketing, loyalty cards and coupons.

Event Ticketing

In the past, entertainment venue guests could choose one of three ways to obtain tickets. Guests could simply stand in line at a ticket office to purchase a ticket, order tickets through the mail, or receive an electronic PDF file to print and carry to the venue. But mobile barcodes provide a fourth option that is not only extremely convenient for guests, but is also very cost effective for your business — the mobile ticket.

Mobile tickets are already big business. Nearly 23 billion mobile transport and event tickets will be purchased globally by 2020, more than twice the volume expected in 2016.[1] And since tickets to your venue may be sold by a third party ticketing company that offers mobile tickets, you need to understand and be ready to accept mobile tickets from your guests.

Guest benefits

Mobile barcodes allow your guests to purchase and store mobile tickets for concerts, movies, plays, sporting events, museums, tradeshows and amusement parks on the one device that is almost always in their possession — their mobile phone. No more losing paper tickets or arriving at the venue only to discover that the tickets are back home in a drawer. Instead, the ticket is stored securely inside the mobile phone, available with the press of a few buttons.

Business benefits

Mobile tickets provide numerous business benefits:

- **Reduced costs.** The move from paper to digital greatly reduces the cost associated with designing, printing and distributing physical tickets — from printing and mailing costs to the staff required to man ticket booths. Instead of days or weeks, the ticket distribution process can be reduced to the handful of minutes it takes for a customer to complete the purchase. And you can still give your customers complete flexibility to determine how they want to purchase. Whether your customer is more comfortable purchasing tickets by phone, at a kiosk, on their computer or directly on their
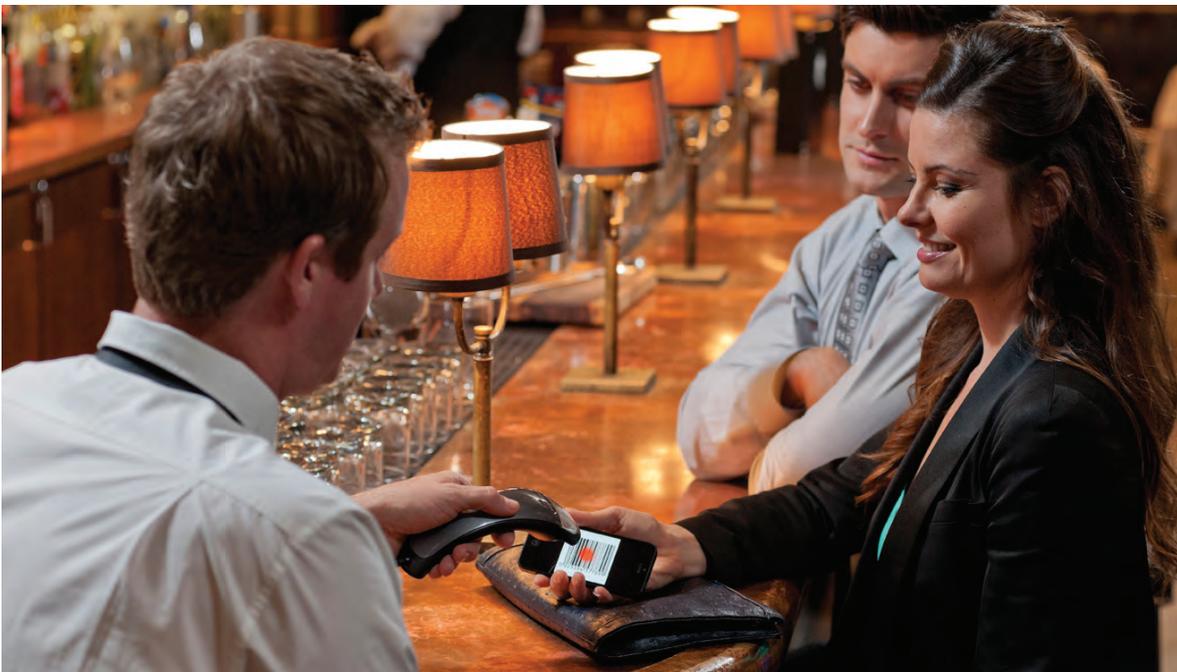
mobile phone, you can still send a mobile ticket directly to their mobile phone.

- **Increased revenues**. You now have a direct link to your guests that can be used for powerful one-to-one marketing programs that can increase revenue per guest:

  – Either before or during a guest visit, you can send mobile coupons that can be used to purchase other goods that are offered on site — such as food, beverages and souvenirs.

  – Since each mobile ticket that is issued can have a unique barcode, scalping and ticket fraud are virtually eliminated, further protecting revenues.

  – Use the one-to-one connection to help sell out an event. One survey found that 66 percent of music venues sell a majority of tickets at the door, just moments before the show.[2] Mobile barcodes allow event venues to take advantage of this opportunity. Either on or the day before the show, a discount coupon can be sent to those most likely to utilize the offer — existing event ticket holders or customers who have purchased tickets in the past to similar events.

  – Concert venues can offer new revenue-generating programs to acts that are booked. For example, you can offer to deliver custom ringtones based on a band's latest song or a comedian's most popular line; a list of links to purchase the latest songs or a souvenir t-shirt to wear to the concert; or a list of the act's upcoming nearby concert dates.

- **Stronger customer relationships.** That same direct link to your guests can be used to send information that provides mobile ticket purchasers with added value and convenience. A theater could send exclusive video clips of the performer before and after the show. And a customer who purchased a pass to a local ski resort could receive a daily snow report or a list of runs that are open.

Loyalty Card

The loyalty card has become a staple of society, a way for businesses to reward repeat visits and continued loyalty. The mobile barcode allows you to create

mobile loyalty cards that can be carried in a cell phone, improving customer convenience and reducing program costs. No longer do hotel guests or restaurant patrons need to carry physical cards. Guests appreciate these benefits. A recent survey found that 75 percent of smartphone shoppers are interested in saving loyalty cards to their devices.[3]

And with easy-to-use and readily available Web sites and applications that convert loyalty cards into mobile barcodes, chances are your guests will present a mobile loyalty card long before you issue them. As a result, any business that issues a loyalty card needs to be ready to read the mobile barcode on the display of a guest's mobile phone.

Guest benefits

Mobile loyalty cards provide your guests with increased convenience, which in turn further improves loyalty. For example, when a guest arrives at your hotel, a quick scan of their loyalty card could complete curbside check-in. And beach resort and amusement park guests can still receive discounts and points for purchases at quick serve restaurant chains and concession stands — without the burden of carrying physical loyalty cards.

Business benefits

Mobile loyalty cards can allow you to phase out the use of physical loyalty cards — along with the costs. The need to print and distribute cards is eliminated. And when you choose a scanner that can capture the barcodes on drivers' licenses and other identification cards as well as mobile barcodes, loyalty card applications can be completed in seconds. Faster processing speed can incent more people to apply for your loyalty card, increasing your loyal customer base. And since there are no more paper loyalty card forms to manage and file, staff productivity is increased and program 'soft' costs are further decreased.

Mobile Couponing

Mobile barcodes allow you to create highly successful and cost-effective mobile coupon programs. Imagine a hotel that can send a daily discount coupon to guests to promote sales in the spa, restaurants and retail shops located inside the property walls. Imagine a restaurant that can allow regular patrons to obtain coupons in whatever

fashion makes them comfortable — from signing up for coupons on a website and sending a text message to get the 'coupon of the day' to allowing coupons to be automatically issued when GPS data on their mobile phone flags that they are in or near the establishment. Imagine a stadium that can monitor food sales during an event and run a marketing program to drive up sales during the event itself. In just minutes, a stadium could send a 2-for-1 beverage coupon to the mobile phones of all the patrons in the seats.

You have just imagined the power of mobile couponing.

Guest benefits

Your guests enjoy two significant benefits. First, the coupons themselves deliver direct value by helping your customers save money on the items they want to purchase. And obtaining those discounts is no longer a hassle. There are no more paper coupons to clip, file and remember to take to the establishment. Instead, all coupons are always available on the one device that your customers are likely never without — their personal mobile phone.

Business benefits

The cost of executing a coupon program is dramatically reduced — and so is the time. Since mobile coupon programs are purely electronic, they can be prepared ahead of time and executed with the press of a key on a computer, virtually in one second. And since nearly all mobile phones have GPS technology, you can easily identify when guests are near or in your facility, enabling the creation and execution of truly 'just-in-time' marketing programs. The result is a new level of marketing agility and granularity. In addition to targeted monthly or weekly marketing programs, you can also market to guests while they are passing by or in your facility, allowing you to proactively impact sales in real time — easily and cost-effectively.

Getting ready for mobile barcodes

Chances are that the scanner you have in place today is designed to only read barcodes on paper labels. To prepare for mobile barcodes, you need scanners that can capture barcodes on the challenging highly reflective display of a mobile phone or computer. And with Zebra's imager family, you can.

This family provides the versatility needed to implement mobile barcode-based marketing programs — as well as accommodate patrons who adopt mobile barcode technology before you do. No matter how many mobile barcodes you need to read per hour or per day, there is a scanner that is right for the job — and your environment. Regardless of which scanner you choose, you can count on the performance, reliability and ease-of-use that are synonymous with the Zebra Technologies name:

- **World-class scanning performance.** Every scanner offers the superior scanning technology that makes Zebra Technologies the global market share leader in the barcode industry: high performance, lightning-fast capture of any barcode — even damaged and poorly printed barcodes.

- **Easy to use right out of the box.** With smart auto-host detect cables, Zebra's exclusive Scan-to-Connect technology and a complimentary staging tool, you can count on using your Zebra scanners on day one.

- **All day everyday reliable operation.** Our scanners are purpose-built to handle the bumps and spills associated with heavy use.

- **Maximum uptime.** Remote management tools and industry leading all-inclusive affordable service plans keep devices in the hands of your workforce practically every minute of every working day, delivering the maximum uptime required to achieve a very low total cost of ownership (TCO).

GET READY FOR THE MOBILE BARCODE REVOLUTION TODAY.

FOR MORE INFORMATION PLEASE VISIT WWW.ZEBRA.COM/MOBILEBARCODES

OR ACCESS OUR GLOBAL CONTACT DIRECTORY AT WWW.ZEBRA.COM/CONTACT

Recommended Zebra Imagers for Hospitality

|	Corded	Cordless	MFi (made for iOS)	Driver's License	Image Capture	EAS De-activation	Digimarc Barcode Support	RFID
Handheld 1D/2D Imagers								
DS2200 Series — Value pricing to meet the most budget-conscious requirements — without compromising on the performance and features required in the hospitality industry.	●	●						
DS4308 Series — Mid-range scanner when you need feature rich versatility and a 28 in. range to keep lines moving.	●			●	●	●		
DS4800 Series — Provides the most fashion-conscious establishments with chic consumer styling, along with enterprise class scanning, reliability, functionality and manageability.	●			●	●			
DS8100 Series — Delivers the very best in scanning performance to increase transactions and reduce customer wait time in the busiest, scan-intensive environments.	●	●	●	●	●	●	●	
Handheld/Hands-free 1D/2D Imagers								
DS4308P — Delivers all the features of the DS4308, plus an integrated pedestal that gives you the flexibility to switch on-the-fly between handheld and hands-free scanning.	●			●	●	●		
DS9208 — Get presentation-only scanning in a contemporary design that is at home in design conscious environments.	●			●	●	●		
DS9808 — Premium scanning performance in a combination handheld/hands-free design with advanced ergonomics that deliver all day comfort.	●			●	●	●		●
Fixed Mount 1D/2D Imagers								
DS457 — Tiny fixed mount scanner designed for the most space-constrained areas — or can be mounted under the counter if you need a zero footprint.	●			●	●			
Interactive Kiosks								
CC5000 — This electronic customer concierge caters to your guests' every self-service need, including the ability to check in, make purchases, look up information, and get special offers.					●			
Companion 1D/2D Imagers								
CS4070 — Easily add advanced enterprise-class scanning to iOS, Android and Windows mobile phones and tablets in seconds with this Bluetooth pocket-sized device.		●	●					
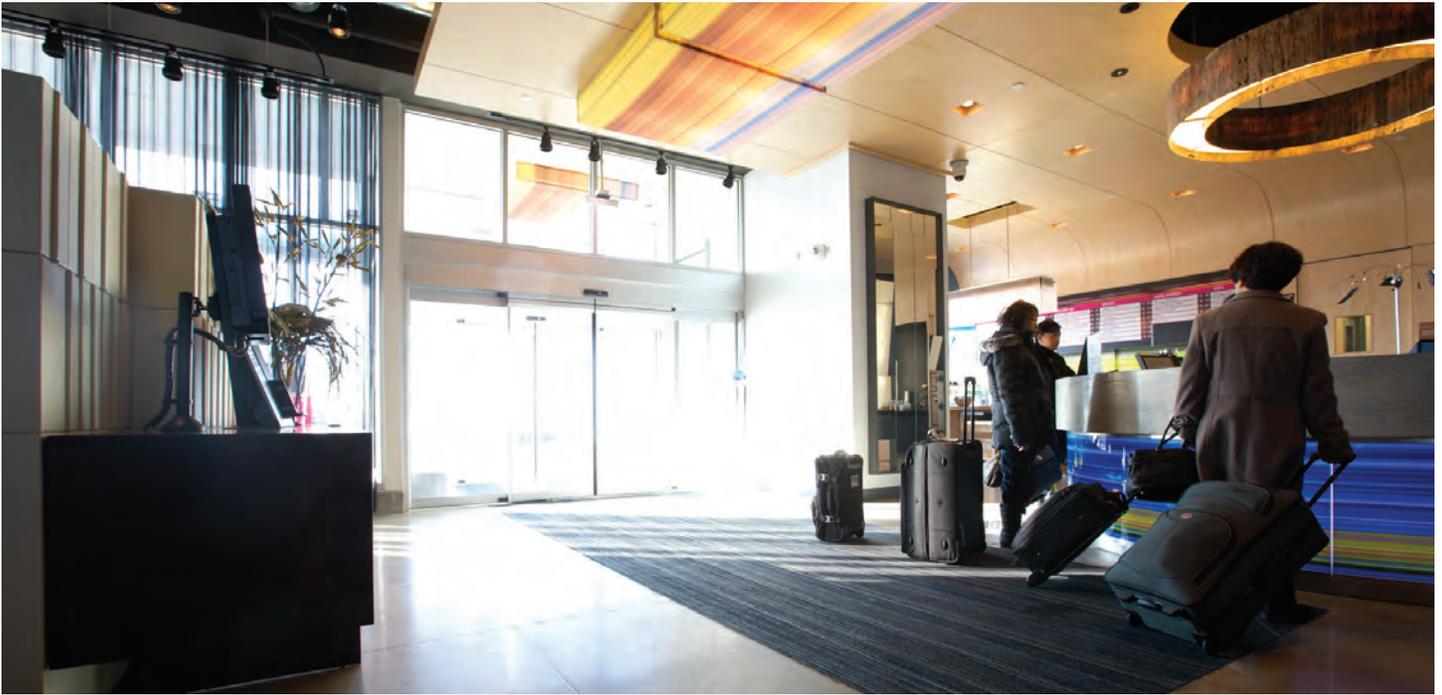
1. Mobile - The Big Ticket, Whitepaper; Juniper Research; July 2016

2. "A Vast Majority of Concert Sales Are Now Happening At the Door, At the Last Minute…" Paul Resnikoff, Digital Music News; April 5, 2013; http://www.digitalmusicnews.com/2013/04/05/concert/

3. 2016 Mobile Consumer Report; Vibes. http://www.vibes.com/resources/2016-mobile-consumer-report; pages 8 and 9

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