

IMPROVE THE GUEST EXPERIENCE AND YOUR REVENUES WITH MOBILE BAR CODES

Hospitality



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

Until today, bar codes have traditionally been printed on paper labels or as direct part marks (DPMs) that are permanently etched directly on products, and utilized primarily to manage inventory and other assets. But a new kind of bar code has arrived, opening up a world of new applications in the hospitality industry — the mobile bar code. A mobile bar code is simply an electronic version of any bar code that can be stored and displayed on the screen of mobile phone, allowing you to place them directly in the hands of one of your most important assets — your customers. Mobile bar codes pave the way for a new direct channel of communication with the most personal device your customer owns — their mobile phone. So whether you are in the hotel business or run a casino, theater, arena, ski resort or amusement park, you can 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 bar codes 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 bar codes 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 bar code 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 bar codes in the near or distant future, in order to serve today's customer, it is important to understand the potential mobile bar code applications in hospitality — and be ready to scan them when they arrive at your door.

MOBILE BAR CODE APPLICATIONS IN THE HOSPITALITY INDUSTRY

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

Event Ticketing

Until now, 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 bar codes provide a fourth option that is not only extremely convenient for guests, but also very cost effective for your business — the mobile ticket. Mobile tickets may have just arrived, but they are already big business, and they are here to stay. In

2010, mobile tickets represented a \$43 billion USD market, with a projected \$174+ billion USD market in 2014¹. 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 bar codes 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 bar code, scalping and ticket fraud are virtually eliminated, further protecting revenues.
 - Use the one-to-one connection to help sell out



an event. Statistics show that 30 percent of live music ticket purchases occur on the day of the event.¹ Mobile bar codes 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 videos clip 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. This highly successful marketing initiative is embraced by over three-quarters of the global consumer population — and 25 percent of those shoppers are members of two or three programs.²

The mobile bar code 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. And with easy-to-use and readily available Web sites and applications that convert loyalty cards into mobile bar codes, 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 bar code 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 bar codes on drivers' licenses and other identification cards as well as mobile bar codes, 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 bar codes 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 THE NEW WORLD OF MOBILE BAR CODES

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

This family provides the versatility needed to implement mobile bar code-based marketing programs — as well as accommodate patrons who adopt mobile bar code technology before you do. No matter how many mobile bar codes 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 name:

- **World-class scanning performance.** Every scanner offers the superior scanning technology that makes Zebra the global market share leader in the bar code industry: high performance 'scan and go' simplicity on any bar code — even damaged and poorly printed bar codes.
- **Ease of use.** Omni-directional scanning delivers 'scan-and-go' simplicity by eliminating the need for your workers to align the bar code and scanner window.
- **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 combine with industry leading all-inclusive affordable service plans to 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 BAR CODE REVOLUTION TODAY.
FOR MORE INFORMATION, PLEASE VISIT US ON THE WEB AT
WWW.ZEBRA.COM/MOBILEBARCODES OR ACCESS OUR GLOBAL
CONTACT DIRECTORY AT WWW.ZEBRA.COM/CONTACT**

THE ZEBRA MOBILE BAR CODE

ENABLED SCANNER PORTFOLIO

Get the performance, reliability, manageability and uptime you need at your POS with our mobile bar code-enabled scanners. You can count on: blazing fast scanning speed; point-and-shoot simplicity, so your workers never need to take time to align the scanner with a bar code; and successful first time scanning of all bar codes — regardless of whether they are displayed on a mobile phone or computer screen, or are on a damaged or dirty paper label. And with highly intuitive operation, the need for training is virtually eliminated — workers are up and running in minutes.

SYMBOL DS4208 GENERAL PURPOSE HANDHELD 2D IMAGER

This general purpose corded, handheld imager provides the lightweight ergonomics required for all day comfort in scan intensive applications.



SYMBOL DS9808 NEXT-GENERATION HYBRID PRESENTATION IMAGER

The groundbreaking design of the DS9808 offers a new level of scanning versatility, functionality and performance. This one-of-a-kind hybrid scanner marries a solid base with advanced handheld ergonomics for flexible handheld and hands-free operation. The standard range (SR) model can scan up to 10.5 in./26.7 cm away, while a long range (LR) model can scan bar codes that are 18 in./45.7 cm away — ideal for allowing customers to scan tickets or loyalty and gift cards.



SYMBOL DS9208 HANDS-FREE PRESENTATION IMAGER

The DS9208 offers a 'go anywhere' sleek and contemporary design that is ideal for space-constrained design conscious environments — from resorts to day spas. Limited counter space? No problem. With the most compact footprint in its class, the DS9208 can fit in the smallest of spaces. Have a wide variety of items you need to scan? The device can be used in hands-free as well as handheld mode for maximum scanning flexibility.



SYMBOL MK4000 INTERACTIVE FULL-SERVICE MULTIMEDIA KIOSK

Deliver intuitive on-demand rich multimedia applications that allow your customers to use or obtain mobile tickets, mobile coupons and mobile loyalty cards. The slim profile combines with Wi-Fi 802.11a/b/g support to enable easy and cost-effective deployment, anywhere in your facility.



SYMBOL DS6878 GENERAL PURPOSE CORDLESS BLUETOOTH® HANDHELD 2D IMAGER

Easily add scanning in hotel shops, ticket booths and more with this Bluetooth wireless scanner. Associates can scan as far as 300 ft./100 m away from the host device, increasing deployment flexibility while decreasing deployment costs.



SYMBOL LI2208 GENERAL PURPOSE CORDED HANDHELD LINEAR IMAGER

Get the same reliability and ergonomics of our most popular scanner, the LS2208, with enhanced features that let workers scan more types of 1D bar codes, faster and at a greater distance. This next generation 1D linear imager captures printed bar codes as well as electronic bar codes displayed on the screen of a mobile phone. And an extraordinary scanning range allows the capture of bar codes from near contact to over 30 in./76.2 cm away.



SYMBOL LI4278 GENERAL PURPOSE CORDLESS HANDHELD LINEAR IMAGER

We combined a linear imager with Bluetooth wireless connectivity to deliver the next generation in cordless 1D scanning. Now, workers can capture any 1D bar code, whether it is printed on a label or displayed on a shopper's mobile device — all with unparalleled performance on every bar code, every time. Since bar codes can be captured at extreme angles and from near contact to over 30 in./76.2 cm away, scanning is easier than ever — workers will spend less time maneuvering the scanner and target bar code, and more time on task.



SYMBOL DS457 FIXED MOUNT 2D IMAGER

Enable hands-free scanning of any bar code wherever you need it with the tiny DS457. At just 1.15 in. x 2.3 in. x 2.44 in. (29.2 cm x 58.4 cm x 62.0 cm), the tiny device easily fits in virtually any existing location — from the front desk to hotel shops and event entrance gates. Need a zero footprint? No problem, Just mount on a counter or register — no need to redesign areas to accommodate mobile bar codes.



APPLICATION BRIEF

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Mobile Commerce Strategies; Payments, Ticketing, Coupons and Banking 2010-2014; Juniper Research; 2010 (page 50 and page 58)
www.loyaltyleaders.org/facts.php?view=all; Getting a Business Lift from Loyalty; Over three-quarters of the consumer population hold some form of loyalty or rewards card, while 25 percent of the shopping population belongs to two or three programs. (The Wise Marketer)

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