



VISTA APPS & SILVERSPOT CINEMA

TRANSFORMING THE GUEST
EXPERIENCE WITH MOBILE

A CASE STUDY





SILVERSPOT CINEMA

Over the past decade, Silverspot Cinema has established itself as one of the premium cinema destinations in the United States. After 75 years in Latin America, the family-run cinema entered the US with its first site in Naples, Florida. Silverspot brought with it a unique take on “a night at the movies”, rarely seen in the US at the time – a sophisticated guest experience, combined with an upscale food & beverage offering.

Since its arrival on the US scene in Naples, Silverspot has expanded to an additional two sites in Coconut Creek, Florida, and Chapel Hill, North Carolina. With the imminent opening of its new flagship site in Miami, and its first full dine-in concept near Cleveland, Ohio, Silverspot continues to stay at the forefront of cinema innovation.

Silverspot was among the first cinemas to pioneer the modern in-seat delivery model, building a reputation for a superior service and experience accessible to all guests. Technology has always played a key role in developing the Silverspot experience; indeed, the Naples theatre opened without a box office, one of the earliest examples of the move towards self-service.

Embracing technology to develop and enhance the guest experience has been part of the Silverspot DNA since day one, and is one of the most important reasons behind the decision to partner with Vista Apps.

“ Partnering with Vista Apps has given us the opportunity to develop and improve our guest experience through technology. ”

FRANCISCO SCHLOTTERBECK
CHIEF EXECUTIVE OFFICER



THEATER DINING – THE SILVERSPOT WAY

Since its arrival in the US, Silverspot has prided itself on offering its guests gourmet dining options alongside the movie itself. Each Silverspot cinema includes a Trilogy restaurant within the complex, a concept developed in partnership with the Craveable Hospitality Group. Trilogy's menus combine the best of both worlds – upscale, globally-influenced dishes as well as more traditional cinema concessions. Trilogy focuses on sourcing the best ingredients for its menu, ensuring every meal is of the highest quality, whether starter, main, or vegetarian.

For Silverspot, guests deciding how they want to enjoy their food is of utmost importance. Each location provides a comfortable sit-down dining option in the restaurant, or guests can order their meal delivered to them in their seat before the movie.

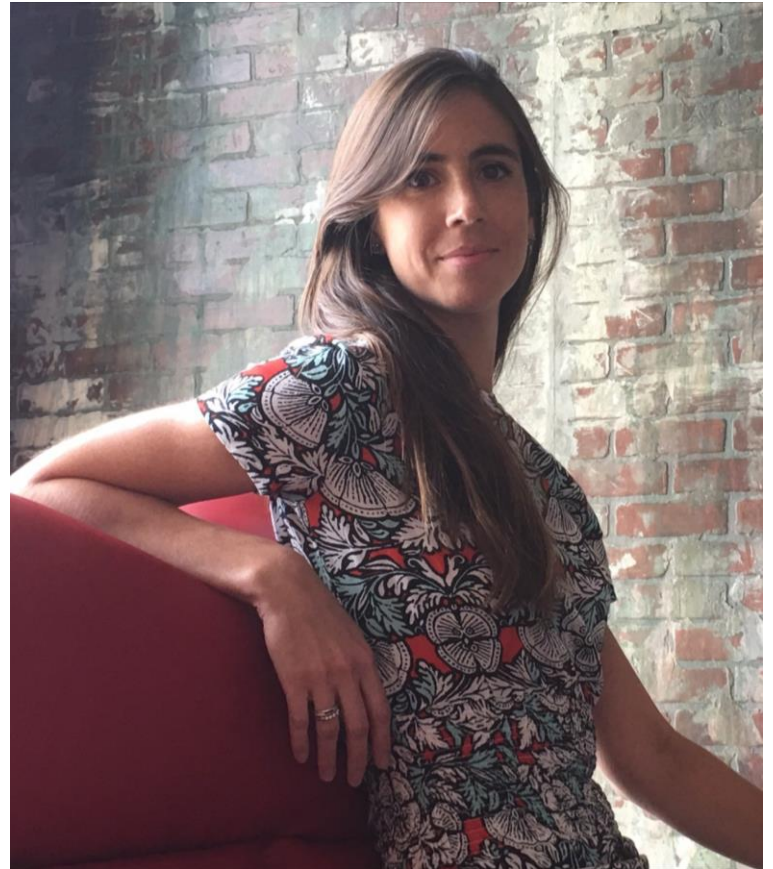
Catering to everyone's tastes, Silverspot features several ordering options - servers inside the theater itself, over the bar in the restaurant, or of course through the app.

Quality, flavor, and consistency have helped put Silverspot's food & beverage on the map. From a range of small plates, dips, boards and Latin snacks, to a sophisticated take on American cuisine such as burgers and flatbreads, the variety ensures every guest will find a favorite dish.



“ All of our efforts are focused on providing a frictionless experience for our guests. ”

MARIA VAEZA
MARKETING DIRECTOR



JOINING THE VISTA APPS PARTNER PROGRAM

For Silverspot, strategic decisions are not made lightly. It's never a case of simply following trends – it's about deciding what is best for the guests, and innovating accordingly.

Silverspot's desire to improve the guest experience with the help of technology led to the decision to introduce an app. After a couple of years exploring options and confronting the difficulties of developing an app, Silverspot joined the newly created Vista Apps Partner Program in early 2017.

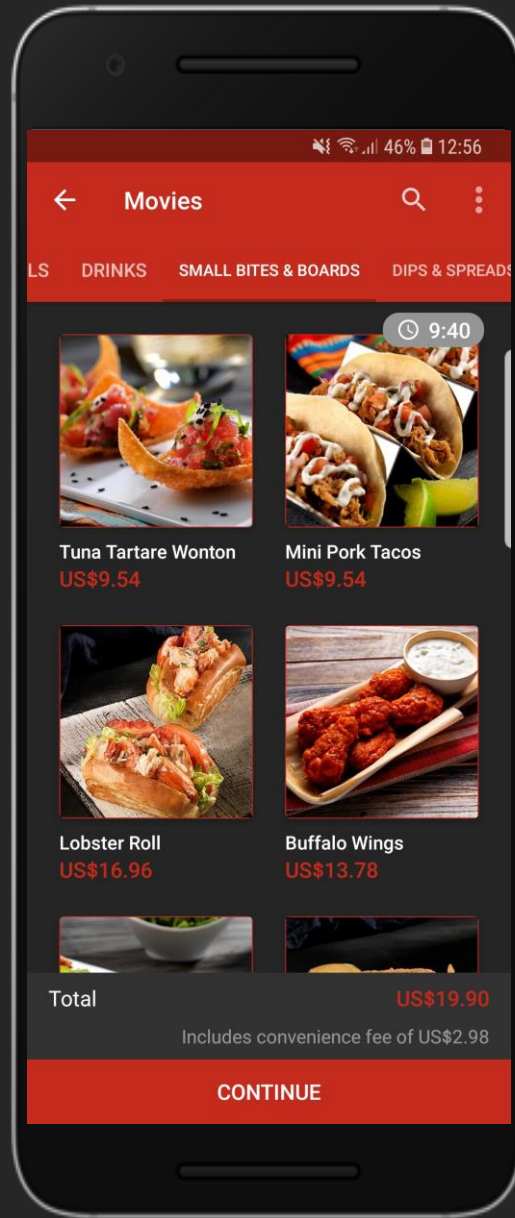
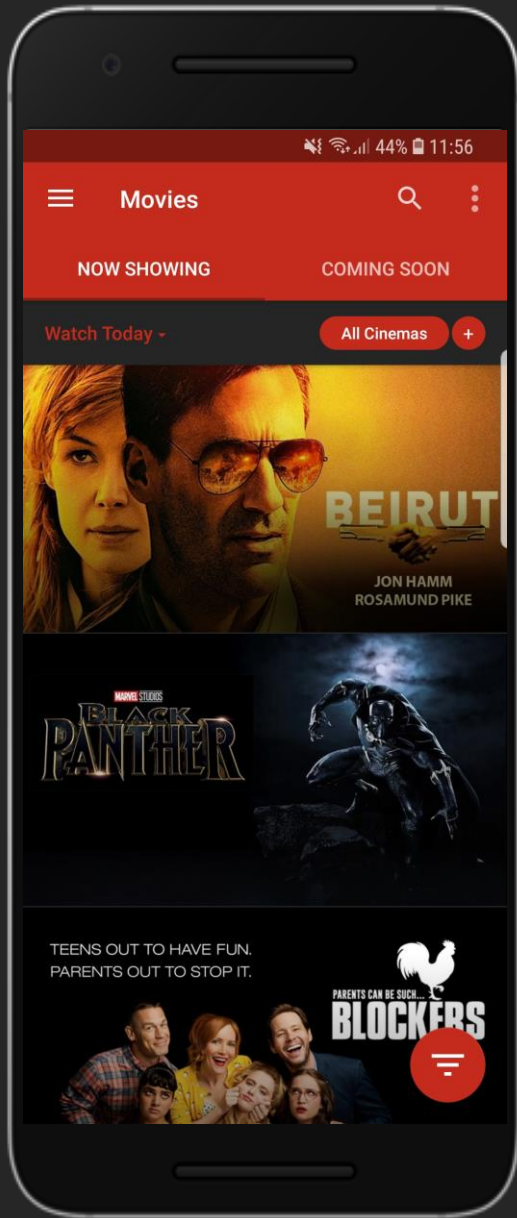
The Partner Program has one goal – help cinemas make the app a roaring success. The team of Vista Apps experts takes care of all the practical tasks required to implement the latest innovations, as well as providing strategic guidance across the cinema experience.





“ Every decision – whether it’s IT, marketing, F&B, operations – is based around the impact on the customer experience. ”

WILLIAMS VERDE
DIRECTOR OF TECHNOLOGY



AN INTEGRATED EXPERIENCE

The Vista Apps offering consists of two apps – the guest app Vista Mobile, and the staff app InTouch. Silverspot introduced both apps into its cinema experience, creating an integrated mobile in-seat delivery workflow.

Guests order food and drink for delivery to their seat on Vista Mobile ahead of time while booking their tickets. Arriving at the cinema, they simply show their booking on the app to the usher, who scans it with InTouch as they enter the auditorium. The scan fires the order to Vista's Kitchen Display Screen (KDS); staff, fully prepared using InTouch's Food Service, get the order out the door hot and fresh to guests now waiting comfortably in their seats. Guests can order with the app up to 10 minutes before the movie begins; this chosen cut-off ensures minimal interruption during the actual movie as food is delivered.

The combination of Vista Mobile and InTouch has added a brand new dimension to the Silverspot guest experience. In-seat delivery is only as successful as the cinema staff's ability to fulfil high guest expectations. With guests experiencing true self-service through Vista Mobile, InTouch empowers staff to keep operations running smoothly, even during the busiest nights.





“ We set ourselves the highest standards regarding the quality of ingredients, flavors of our dishes, and consistency of our performance in the kitchen. ”

LUIS GINESTRA
DIRECTOR OF FOOD & BEVERAGE



WORKING TOGETHER AS PARTNERS

The partnership between Silverspot and Vista Apps means each aspect of the apps' success – design, development, implementation, marketing, customer feedback – are taken care of by the right combination of people from both teams.

“We learn together and improve things together,” says Verde. “We’re developing a better product together. The workflow is very effective, the Vista Apps team is always open to our ideas and suggestions, and we appreciate very much their patience and flexibility.”

Constant and open communication between the Silverspot and Vista Apps teams is key to the partnership’s success. Weekly meetings ensure objectives stay on track, and future plans are discussed in detail.

“Every member of the team is a pleasure to deal with,” says Vaeza. “I love the weekly calls, the team is very well organised, they listen attentively, and do all they can to help us achieve what we want to as a business.”

“I find the regular calls very valuable,” agrees Ginestra. “They help us speed up the process and keep everyone aligned. Having the operations point of view consistently involved is so important to what we’re doing.”

As Verde notes, “the Vista Apps team is part of the Silverspot team”.

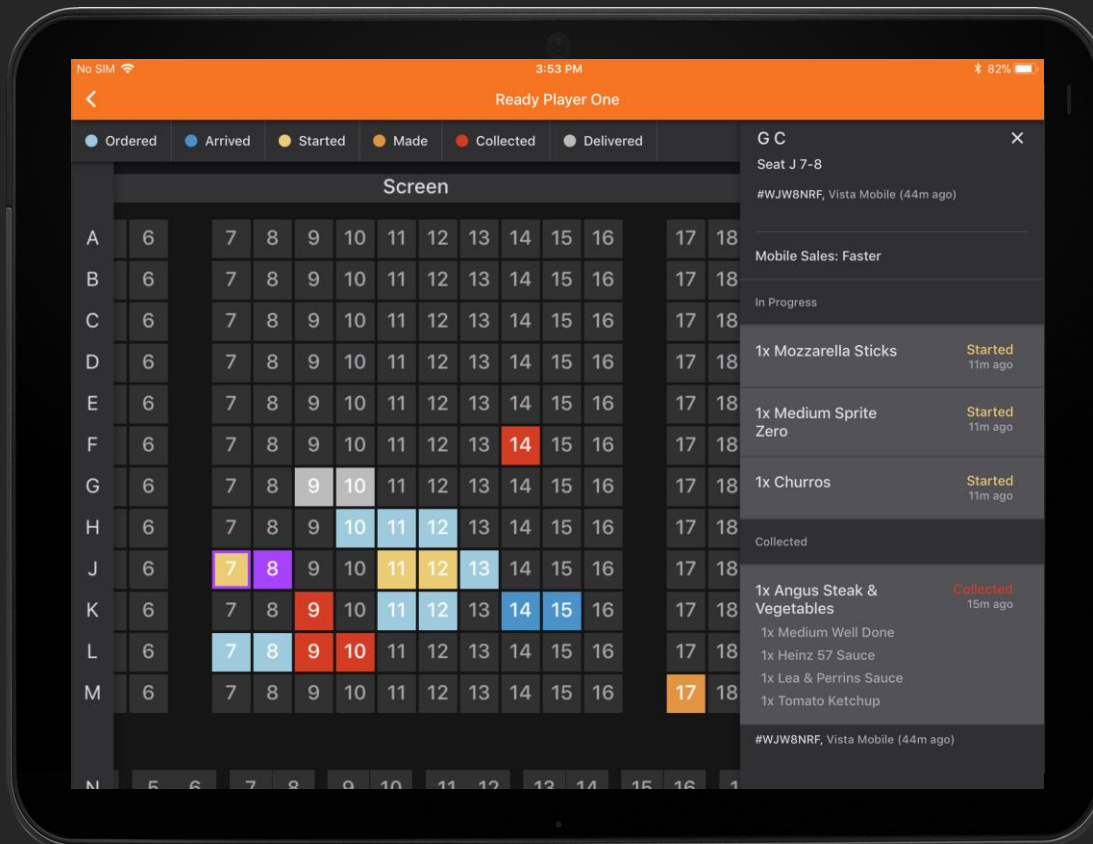


TURNING STAFF INTO ADVOCATES

The introduction of Vista Mobile and InTouch represented a potentially steep learning curve for Silverspot staff. Not only did they need to adapt to new operational processes in a busy service environment, they also had to quickly understand and fulfil their guests' evolving expectations as app adoption took off. Despite the perceived challenges, the apps' success so far speaks to the internal response.

"They love it," says Verde. "Managers and GMs are using InTouch on their phones to access all the information they need on their cinemas. Our staff in the kitchen are preparing fully for sessions with the help of InTouch's Food Service. The response has been overwhelmingly positive."

"The integration between Vista Mobile, InTouch and Vista's Food & Beverage has certainly helped ease our operational challenges," says Ginestra.



INNOVATING FAST

Since re-launching both Vista Mobile and InTouch in June 2017, Silverspot has rolled out a number of innovations across both apps as it aims for a truly frictionless experience. In-seat delivery is a complex operational model – put simply, it’s very hard to get right, especially when it involves mobile.

As partners, Silverspot and Vista Apps worked closely to design solutions for the gaps made obvious during the pilot phase, with new features quickly developed and deployed to the cinema. The partnership has enabled Silverspot to continuously improve its operations until in-seat delivery met its standards for guest experience. And the innovation won’t stop anytime soon.

“Our whole technological ecosystem is interconnected,” says Schlotterbeck. “To exceed our guests’ expectations, operationally we have to be a well-oiled machine. And the technology is what enables our operations to succeed, particularly with in-seat delivery. The new features developed by Vista Apps in response to our goals are key to its ongoing success.”

“Everything is integrated, which is what makes such a big change as our customers ordering through the app work well,” says Ginestra.



THE DEBATE ON CINEMA APPS

Of course, at the end of the day, the apps' success ultimately hinges on the response of the guests themselves. There's still debate in the industry on whether apps really enrich the cinema experience, considering people are looking to escape into an immersive world free from distraction. Do guests really want an app for their cinema? The answer is a resounding yes, according to Schlotterbeck.

"Our guests use technology like apps every day. We're encouraging our guests to interact with Silverspot in whatever way suits them, and the app is right at the front of this effort," says Schlotterbeck. "Our Loyalty members always have their points and rewards right to hand, and the process of redeeming the rewards and thus realising the benefits of our program is very easy."

The reaction of guests so far has more than validated the introduction of an app for Silverspot, with trends both pleasing and surprising.

"There's a shift in guests moving away from the website, kiosks, and point of sale to the app, because its more flexible.

"Even seniors, who make up a significant proportion of our customers, and are assumed to be disconnected from technology, are loving the app.

I use the app a lot myself, and it works perfectly."

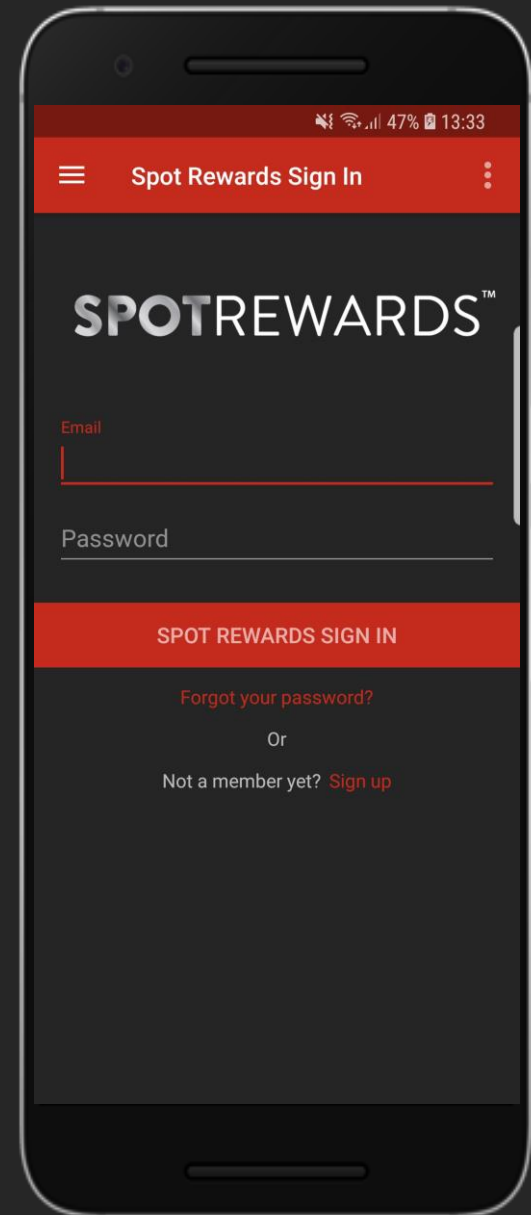


EXCEEDING GUESTS' EXPECTATIONS

Vista Mobile's integration with Vista Loyalty gives Silverspot a powerful tool for interacting with their Spot Rewards members, and getting them through the door more often. The ability to push app-exclusive promotions is proving particularly effective, explains Vaeza.

"Our goal in marketing is increasing visits, making sure the decision to come to Silverspot is an easy one, since it may only happen once a month, or once every few months, depending on the current releases." Vaeza says. "The ability to test and iterate promotions, and measure the customer response is great. Our guests are responding very well to all our app promotions so far."

Vaeza has seen the guest engagement with the app improve consistently since it first launched. "Overall, there's been a very positive response from our guests. The educational process around how they use the app and engage with campaigns has progressed well. They care that it works well for them, which is exactly what we want too."





LOOKING AHEAD

With such fundamental and rapid evolution in the last 12 months, you could understand if Silverspot was looking to settle down for a while. That's certainly not the case, as the opportunity to further enhance the experience for guests, especially through food & beverage, has Schlotterbeck and his team excitedly looking ahead.

"In the next 5 years, I want the Silverspot experience to be fully connected across all parts of the business, with F&B as our number one focus," says Schlotterbeck. "We're pushing very hard to ensure we're constantly innovating in this space, especially through the app and its impact on the guest experience."

The focus on innovation is echoed by Verde. "We strive to lead and change public expectations about what a cinema experience should be. Bringing new innovations to the public is key to this, and the apps are the central focus of this effort currently."

As always though, Silverspot's future vision is built around its guests. Every goal and strategic decision is informed by how it will impact the guest experience, and that will never change. A flawless app experience is an important part of that vision.

"Silverspot has always been customer-centric, and always will be," says Vaeza. "We'll continue to leverage and adapt new technologies to hero our guests. The app is integral to our direction as a business - all of our customer communications have pivoted towards the app."

As a business, Silverspot is growing and evolving, and will be bringing their unique cinema experience to more communities around the country in the next few years.

"We're aiming for at least 10 total locations in 5 years' time," says Verde. "It's exciting to be expanding into new areas, but it's important we keep hold of what makes Silverspot special at the same time."



Included in the Vista Entertainment Solutions ('Vista Cinema') suite of cinema management products, the Vista Apps team look after Vista Mobile, our guest-facing cinema app, and InTouch, our staff-facing operations app. The team works hand-in-hand with their Partners, as part of the Vista Apps Partner Program, to help create new and innovative cinema experiences around the world.

To find out more about Vista Apps and the Partner Program, get in touch with our Product Director Ruby Kolesky (ruby.kolesky@vista.co) and our Communications Analyst Will Riley (will.riley@vista.co).

