Serve

Take sales to the seats with Serve – a dedicated mobile advance ordering application that provides an unbeatable restaurant dining experience right in the theatre.

Benefits

- Turn your waitstaff into sales specialists with prompts and suggestions for all upselling opportunities, and guidance for providing the best customer service and dining experience.
- Contemporary and intuitive UI specifically tailored to fit the cinema serving experience.
- Save on training costs, as Serve is easy to learn and use right from the beginning.
- EMV payment capability allows for fast and simple transactions.
- Lower costs and requirements for both the hardware and software compared to other devices available on the market.
- Flexibility and integration with other Vista products to provide a seamless experience for both you and the moviegoer.

Elegant service

Serve puts powerful, efficient, and clever service in your waitstaff's hands as they offer advanced food and beverages to your moviegoers. Opening checks is as simple as selecting seats on your seat map, and Serve automatically finds and associates ticket orders and food orders to the same seats. If a Loyalty member bought two rows for a group of friends, Serve can identify and associate the Loyalty data to food orders for those seats automatically, no matter what sales channel they bought those tickets through, and open a check even across multiple rows.

Checks can just as simply be opened outside the cinema too, in the restaurant or bar, and Serve can ensure orders are able to follow those guests even if they move from the bar to cinema seats; Serve provides restaurant-quality ordering throughout your cinema and will make your waitstaff shine!

Upselling specialists

Add another round of drinks with just one click! Serve is full of helpful suggestions to prompt your servers to upsell guests, reminding them to offer another drink at a later time during a film, or to suggest extras on a recipe to add on additional costs. Modifying recipes on the fly is easy with Serve. Guests want extra bacon? Easy!

Serve can even help tip the tide on 'nearly' decisions – if a guest loves the look of a dessert brownie, but doesn't want to commit to it yet, listing it as a 'maybe later' enables your server to save items so they have an easy upsell opportunity later.

Adaptable and reliable

Serve provides flexibility of timing for your kitchen. Holding items to fire to the kitchen at the right time only takes a moment, and can ensure all deliveries for a large order are timed to keep them arriving together.

Even in Wi-Fi blackspots, or when dropping out of connectivity, Serve can continue. By queueing tasks and orders while offline, Serve allows waitstaff to continue taking orders and offering service to guests without interruption, and will automatically process everything that's queued while offline the moment connection is restored.