

Adelaide Oval enhances customer experience with leading-edge transaction solutions.

As part of its transformation into a 21st century stadium, Adelaide Oval implemented solutions from the Commonwealth Bank to make payments easier, faster and more secure for patrons.

Background

Established in 1871, Adelaide Oval is South Australia's leading sporting stadium. The iconic facility hosts cricket, Australian Rules football games, and other sporting matches, as well as corporate functions and large-scale entertainment acts.

In 2010, the Adelaide Oval Stadium Management Authority Ltd (SMA) was formed to manage the \$535 million redevelopment of Adelaide Oval. The reconstruction started in March 2012 and involved renovating the famous northern mound, building new southern and eastern stands, upgrades to the western stand and a new high performance cricket centre.

When the redevelopment is completed in March 2014, Adelaide Oval will accommodate up to 53,500 people.

Challenge

The Adelaide Oval SMA's vision was to build a modern stadium while retaining its world famous heritage and unique features.

"Adelaide Oval is a critical part of Adelaide and our aim is not only to build on the iconic nature of the Oval, but to build a 21st century stadium that provides an outstanding experience for patrons," said Andrew Daniels, CEO of Adelaide Oval SMA.

Technology is playing a significant role in the new stadium. Five giant replay screens, two levels of ribbon board and a major upgrade of the stadium's mobile phone and wireless infrastructure were some of the technological improvements to ensure fans have an enjoyable, interactive experience.

"We also wanted to make transactions as fast and efficient as possible for our patrons, whether it's buying food and drinks, purchasing merchandise or paying for their memberships," said Daniels. "Our ultimate aim is to become a cashless stadium."

Solution

To make its vision a reality, the Adelaide Oval SMA went out to tender for a range of transaction banking solutions, with the major criteria being security and ease of use.

The Adelaide Oval SMA selected the Commonwealth Bank for its advanced technology and deep understanding of the organisation's vision.

"CommBank was significantly ahead of other banks in terms of its solutions and the investment it had made in banking technology," said Daniels. "That was what put CommBank head and shoulders above the rest. There was a very close fit between our vision for technology and the Bank's vision. At the time when the tender went through, CommBank was probably a good six months to a year ahead of its rivals."

To support the concept of a cashless stadium, Adelaide Oval installed 337 integrated fixed iPP350 EFTPOS terminals, which feature the latest contactless 'tap and go' technology; 25 integrated mobile iWL252 EFTPOS terminals in the corporate hospitality areas; and 14 stand-alone mobile iWL255 EFTPOS terminals in the marquees to process merchandise and food and beverage sales. Leo and Albert terminals are earmarked for installation in corporate suites in the new year.

Adelaide Oval, CommBank and MasterCard are also working together to implement MasterCard's QkR mobile payment system, which will allow customers to order and pay for their food and drinks from their seats.

In addition, CommBank's BPOINT e-commerce solution will enable Adelaide Oval to accept payments from all major credit cards, debit cards and charge cards in real time through a secure website. This allows customers to pay for their memberships and games tickets.

Benefits

Enhanced customer experience

CommBank's technology solutions are expected to provide customers with a seamless transaction experience after they have been rolled out from December 2013.

"We've had to move very quickly to get this half-a-billion-dollar redevelopment completed in 18 months. CommBank has been a fantastic partner and extremely accommodating when we've asked them to do something at short notice."





“If a transaction can be completed in a few seconds rather than minutes and people can go back to watching the game and interacting with their friends, then we’re really enhancing their experience,” said Daniels.

“We want to keep it easy so people become confident that their tap and go transaction is secure, and that means providing an environment where their payments can be completed quickly, conveniently and comfortably.”

Same-day settlement

Most of Adelaide Oval’s large transactions occur on weekends or long weekends when major sporting and entertainment events take place. CommBank can credit these funds to Adelaide Oval on the same day.

“One of the important things CommBank offers that others don’t is the immediate crediting of funds to our account,” said Daniels. “It makes a big difference to us to have cash credited for ticket sales and other transactions on the same day. The EFTPOS terminals are integrated with our point-of-sale systems so all payments can be smoothly processed.”

Deeper insights into customer behaviour

Once the new payment systems are up and running, Adelaide Oval will be able to access data on patrons’ preferred transaction methods.

“Our finance division can get more intelligence on how people want to transact with us,” said Daniels. “This is really important for our planning. For example, if we know how many and what type of transactions are being paid for in cash, we can determine how much money we need on hand.

“We’ll also be able to see the number and type of transactions made by credit card or contactless payments, members’ spending habits versus the general public and much more. All of this information will allow us to fine-tune our operations and become highly efficient.”

An integrated solution

According to Daniels, the Commonwealth Bank’s business banking approach was a good fit for the Adelaide Oval SMA.

“We have some complex financing arrangements in place with the Bank and some separate loan facilities, and we needed them to fit together in one matrix,” said Daniels.

“In terms of products and financing techniques, CommBank has been very, very good at understanding what our needs are when opening a stadium of this size.”

A reliable partner

As a business going through rapid change and growth, Daniels said it was important for Adelaide Oval to have a banking partner it could rely on.

“We had to move very quickly to get this half-a-billion-dollar redevelopment completed in 18 months, so we could be fully trading again by December 2013,” he said. “CommBank has been a fantastic partner and extremely accommodating when we’ve asked them to do something at short notice. I’ve been very impressed.

“We’ve worked with the same people since CommBank won the tender,” he added. “They’re familiar with our business and people, we know them and everything’s been very smooth. It’s all about personal service and we have been getting that, which is outstanding.”

The Commonwealth Bank will continue to work with Adelaide Oval to develop and implement new technology to ensure the facility remains at the cutting edge and an attractive destination for visitors and audiences. The Bank will also assist with other capital developments the Adelaide Oval SMA plans for the stadium in the future.

CONTACT US

For more information on how we can help your business change the game, contact our Business Specialist.

Frank Romeo
Senior Relationship Executive
08 8206 4274

Email: changethegame@cba.com.au
Visit: commbank.com.au/changethegame

