

Australian Turf Club®

ROYAL
RANDWICK

ROSEHILL
GARDENS

CANTERBURY
PARK

WARWICK
FARM

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ATC TO ENHANCE CUSTOMER SERVICE OFFERING WITH CLIPP

The Australian Turf Club has become the first large scale multi-outlet sporting venue in Australia to implement the mobile payment application Clipp.

The cashless transaction system allows users to pay for food and beverages via a smartphone app whilst monitoring spending in real time.

Utilising the Club's multi-million dollar Point of Sale Task Retail system which was installed in early 2015, the application will provide the capability to examine the electronic record of all ordered items allowing for a more streamlined operating process.

Australian Turf Club Chief Operating Officer Tony Partridge said the introduction of Clipp fits nicely with the Club's digital and customer service strategies.

"In a short space of time we have gone from cash sales only to universal card acceptance and now you can just show your mobile phone using Clipp if you prefer. The race day experience is ripe for digital transformation and we are committed to using digital to improve the customer experience", said Mr Partridge.

"Clipp gives us access to a detailed breakdown of the individual items purchased which is a valuable tool for not only catering purposes, but enables us to learn more about our patrons and their spending behavior. In the future when they arrive, their favorite drink might just be waiting for them.

"There aren't many sporting venues where the event, venue and catering operation is owned by the Club so we think we have an advantage when it comes to embracing technology quickly for the benefit of customers, sponsors and the Club. We are continuously looking for new ways to know our customers, acknowledge their support, monitor behaviour in real time and respond with a technology based service improvement."

Having been successfully trialed over three race days, the service will be a permanent addition to six bars at Royal Randwick and three outlets at Rosehill Gardens.

Rosehill Gardens will see the addition of more facilities offering the service upon the completion of the renovation at the Western Sydney venue.

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