They came. They sang. While **Eventbot** Eliminated the Need for Cash

The promotional articles in newspaper supplements, the hoardings, the social media and all the people talking about just one thing. The famous American rock pop band responsible for chart-topping tracks like 'Apologise', 'Secrets', 'Good Life' and 'Counting stars' was going to perform live at National Sports Club of India in Worli. Yes, aamchi Mumbai. Hardcore fans were already in a frenzy and everybody was trying to get their hands on the tickets, which were obviously selling like hot cakes.

Cashless Top-up Card

OneRepublic Band

Scene Backstage

The Event Managers & Promoters, 'Opium' had the reins of the blockbuster event in their hands and by all means were ready to welcome OneRepublic to India. But this time they wanted to go an extra mile by making the entire experience memorable & effortless for the audience, without any possible irritations troubling their memories later on. Most commonly faced troubles they observed in the past were

NFC Cashless Device

PROCESS

User enter the venue with QR Code enabled ticket, Pass or badge

Would get the instruction of access: Allowed or Access Denied with details would come on the screen

Would redirect the negative access QR code to security & Team leader of the section for further handling.

Based on the instruction, access management volunteer

Real-time people entering the venue under defined category can be monitored by the backend panel

Cashless Process

- Clumsy handling of cash by counters or audience themselves.
- The mobile wallets succumbing to network issues and giving a hellish time to the music lovers.
- Numerous cases of lost cash after the concert, or possibility of them becoming innocent victims of scheming pickpockets.

- Line, countless lines at each every food & drinks counter.
- And consequently losing their precious peace of mind too. Being a brand with an irrefutable reputation, they wanted to ace their game with the Grammy nominated quintet comprising Ryan Tedder, Brent Kutzle, Eddie Fisher, Drew Brown and Zach Filkins.

Obviously, they had to take a cashless route.

To take on these challenges concerning cash and tokens, Opium partnered with Eventbot for the OneRepublic concert. After taking on this Herculean responsibility, Eventbot, in turn, deployed a robust, mobile yet simple solution at the venue. This solution was backed by a pocket-sized NFC Card/Chip device that worked offline too and required minimum lead time.

The visitors just needed to get their card & top up at the venue, shop for the things (food, drinks or whatever available) they wanted inside by paying with their device, and in the end give back the device to get their remaining amount.
Everything done easy-peasy!

Musical Wrap

Talking about intangible gains, diverse fans were relaxed and chilled the whole time. Translating the success in numbers for the business-minded folks, with 5000 NFC cards 10K transactions were done in just 90 minutes. It's safe to say, the cashless concert was a mega hit.

After relying on the token & paper-ticketing system for long, the Opium Events wanted to do something different with the One Republic concert. We explained & demonstrated them how the cashless solutions could dramatically reduce the waiting time for the visitors and give them aggregated sales report at the same time. They were thrilled with the whole idea. And later, they were equally thrilled with the results.
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