

## **The British Computer Society IT Industry Awards**

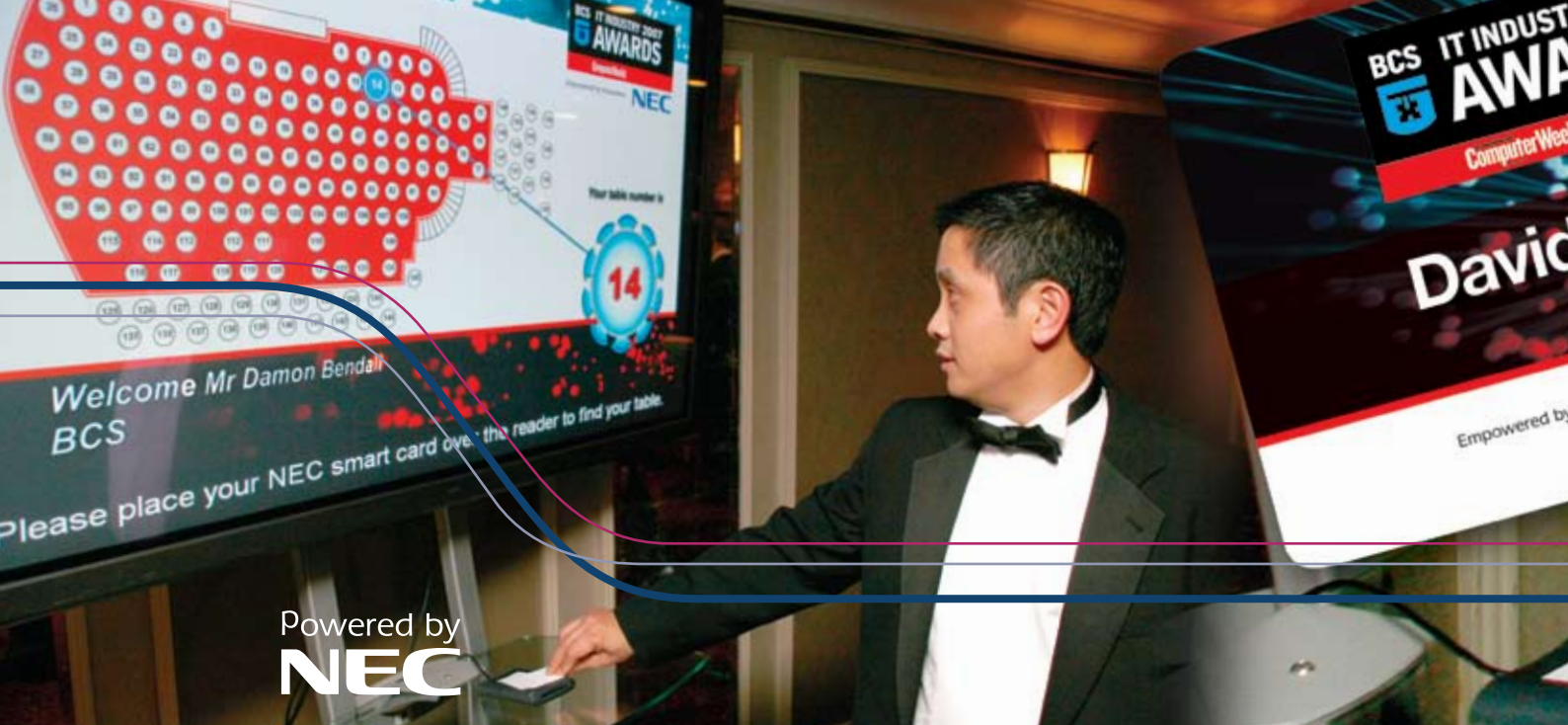
**NEC Smart Card Technology Improves the Customer Experience at the Grosvenor House Hotel, London**



### **NEC - Customer Case Study**

**“We wanted to raise the bar by giving our members an experience befitting the achievements we celebrated at the awards. With NEC, we have made this happen”**

**David Clarke, CEO, British Computer Society**



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## British Computer Society IT Industry Awards

BCS celebrated 50 years of innovation and technology excellence at its annual awards ceremony held at London's Grosvenor House Hotel.

To ensure the best possible customer experience and to help position BCS as a forward-looking, technologically-savvy organisation, the organisers decided to add a taste of technology innovation to the event.

### Getting guests to their places

David Clarke, CEO, BCS said, "Key to the success of the evening was getting our 1,440 guests to the correct tables quickly, with a minimum of fuss and in a way which had never been done before. This can be a time-consuming exercise, tying up large numbers of staff and it can become more complicated if changes to the guest list require last minute alterations to seating arrangements."

The organisers, with NEC, developed a solution based on Smart Card technology. Each attendee was sent a Smart Card prior to the event. When they arrived at the hotel, they used the Smart Cards to identify their table on a seating plan displayed on plasma screens that were placed above Smart Card readers throughout the venue.

Derek Owen, General Manager & Marketing Director, NEC UK explained, "When the attendee touched their Smart Card against a reader, the screen featured a personalised welcome message, the attendees name, company name and table number together with a floor layout that highlighted the location of their table,

taking away the pain we normally have at this type of event."

"Processing time for each attendee took only a few seconds and the system was able to cope with peak flows without delay," Derek Owen added. "A real asset to the organisers and the Hotel."

### A smooth running event

Chris Jones, Event Director, BCS commented, "Using Smart Card technology at the award ceremony helped the event run smoothly. There was no waiting around because all the information attendees needed to find their seats was instantly available. There were cost savings too because we



required fewer ushers to staff the event.” Smart Card technology also gave the organisers greater flexibility. The Smart Cards were decoupled from the table locations, so table seating plans were easily rearranged, even on the day of the event. Overall, the speed and simplicity of the Smart Card solution helped to enhance the customer experience and improve satisfaction at the award ceremony.

### Improving venue management

David Payette, CEO & President, NEC UK said, “The BCS Award Ceremony showcased how Smart Card technology can support the smooth running of any event”. It also forms an important element in venue management, where it can be integrated with customer relationship programmes or used for access control and entitlement. Smart Card technology also offers important benefits in safety-critical applications in Education, Healthcare, Banking and Transport.

### Key Benefits

- Significantly reduced processing times for guests to find their seats
- Less staff required to manage the seating process
- Offers the ability for last minute changes - something that cannot be done with printed lists
- Personalised messages for guests
- A better overall guest experience
- Advertising revenue opportunities



David Payette (left) presenting the “NEC IT Leader of the Year Award”



## Contact us

For more information or to  
arrange a meeting please contact  
[ukmarketing@eu.nec.com](mailto:ukmarketing@eu.nec.com)

### **NEC UK**

NEC House, 1 Victoria Road,  
London, W3 6BL, UK  
T: +44 (0)20 8993 8111  
F: +44 (0)20 8992 7161

### **NEC Corporation**

7-1 Shiba 5 Chome  
Minato-ku, Tokyo 108-8001  
Japan  
T: +81-3-3454-1111  
F: +81-3-3798-1510  
[www.nec.com](http://www.nec.com)