



CASE STUDY:

AN INTEGRATION STORY: HIBERNIAN F.C. AND CLOVER IN THE U.K.

Scoring big with faster transactions and a stadium full of happy fans!

If you're a midsize to large company contemplating whether to invest in Clover payment solutions, the experience of Hibernian FC (Hibs) at Easter Road Stadium might help clarify your decision.

The situation

In July 2024, Clover and Hibs embarked on a collaboration that would revolutionise the match-day experience at Easter Road Stadium. This agreement saw the installation of 120 Clover devices at various kiosks within the stadium. Timed perfectly with Hibs' first home match of the season – one of their busiest and most anticipated fixtures – this initiative aimed to address several challenges.

The challenge

Hibernian FC sought to enhance operational efficiency, improve customer service, and elevate the overall fan experience during match days. With large crowds and high transaction volumes, the existing systems struggled, leading to long queues and frustrated fans. The primary objective behind introducing Clover devices was to resolve these issues and create a seamless, enjoyable experience for all attendees.

The solution

Clover provided Hibernian FC with a suite of advanced payment solutions designed to streamline operations and improve service speed. This included:

- **109 Mini devices:** Linked to the ACR EPOS system running SPOS, deployed at kiosks for fast transactions during matches
- **11 Flex devices:** Used primarily for non-match days to facilitate operations in hospitality areas and smaller events

To ensure a smooth transition, Clover dedicated resources to training the Hibernian FC staff. This involved addressing any queries, providing on-site troubleshooting support, and actively seeking feedback for ongoing refinement and improvement.

Match day success

The day of the match arrived, and Clover's devices were put to the test. The newly opened Behind The Goals hospitality suite served as the backdrop for the debut of the Clover system. Fans pouring into Easter Road Stadium experienced a significant improvement in transaction speed and efficiency.



Key Highlights:

- ➔ **Positive feedback:**
Fans praised the system's speed and efficiency. Jim, an avid Hibs supporter, noted the convenience of real-time transaction updates and the visual appeal of the Hibs badge on the Clover devices
- ➔ **Impeccable performance:**
The Clover system showcased exceptional performance with zero downtime, even during peak periods
- ➔ **High transaction volume:**
Over the course of the match, a remarkable 6,000 transactions were processed!



The results

The collaboration between Clover and Hibernian FC was a resounding success. The Clover devices not only met but exceeded expectations, significantly enhancing the fan experience and elevating the operational standards at Easter Road stadium. The successful implementation demonstrated Clover's ability to handle high transaction volumes efficiently, contributing to a more enjoyable match day experience for fans.

Fan testimonials

Jim, Hibernian FC supporter: "Using the new Clover system at Easter Road was a game-changer. The speed and efficiency were unparalleled compared to the old setup. The real-time transaction updates were incredibly convenient, and seeing the Hibs badge on the devices gave me a greater sense of belonging to the club."

Feedback from management

Murray Milligen, Hibernian FC commercial director: "We're really excited to be working with Clover for the next four years. As a company, they share a lot of the same values as us, and their product will greatly improve the fan experience around the ground at Easter Road. I've heard nothing but positive feedback, both from match day and from the non-match day event we did on the Monday night also. Thanks a lot to you and your team for all your help in getting this in place."

Feedback from staff

Alex, Hibernian FC employee: "Initially, I felt quite nervous about using the new system, fearing it might be complicated and time-consuming. However, once I began to use it, I quickly discovered that it was straightforward and efficient. Clover has made the transaction smooth, and what I thought would be a challenging task turned out to be a simple and quick process. This significantly boosted my confidence and eased my initial concerns."

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Conclusion

The integration of Clover payment solutions at Hibernian FC's Easter Road stadium marked a significant milestone in enhancing match day operations and the overall fan experience. By addressing the challenges of high transaction volumes and long queues, Clover provided a seamless, efficient solution that delighted fans and streamlined operations. The collaboration between Clover and Hibernian FC stands as a testament to the power of innovative technology in transforming the sports and entertainment industry.



Name: Hibernian FC

Website: hibernianfc.co.uk

Location: Edinburgh, Scotland

Business type: Football Club