

Cafeteria Engagement

PLUGANDPLAY

When PLUGANDPLAY Cafeteria Uses BlueFox Engage to Engage With Patrons.

Results

- Know how many people are in the restaurant in real-time with detailed analytics
- Reduce food waste with better supply chain management
- Engage with people who work in the building to increase loyalty and revenue

BlueFox Engage Setup

- One Engage sensor installed at the cafeteria cashier, servicing up to 250ft around the cafeteria. Only requires power.
- After consent is given, text messages are sent when people enter the building to let them know the daily menu and specials.

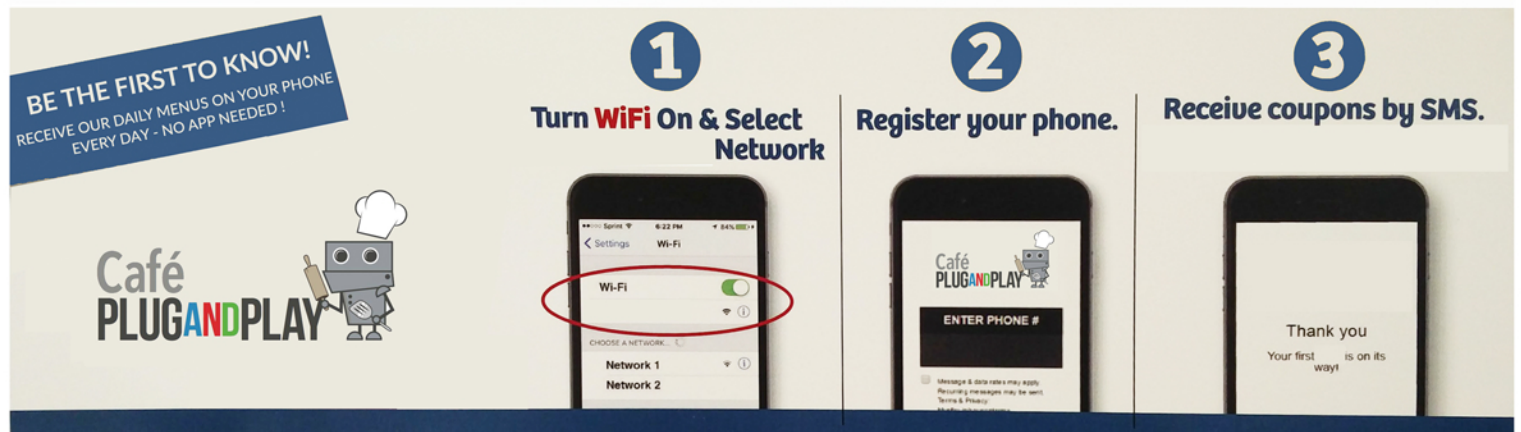
The Challenge

Plug and Play Tech Center in Sunnyvale, California hosts more than 400 startups. Daily Specials, menus and events make every day a special day at the Cafeteria. [How do we simply communicate all of these with people in the building?](#)

As BlueFox is located in the same building, it became obvious that BlueFox Engage is the ideal solution for the Cafeteria to engage with people in the facility.

The Solution

PlugandPlay partners with BlueFox.io to engage with its Cafeteria customers, to inform people of daily menu items and event updates. BlueFox Engage proximity-based messaging is easy to use for both the restaurant and patrons. [The solution works with no apps, no beacons, and is privacy friendly.](#)



1 Customers arrive at the cafeteria and see the display. They can opt-in with their phone to be part of the program.

2 Customers will receive a confirmation message once enrolled.

3 Daily Cafe menu and event updates will be delivered on their phones daily.