

Honda Center transforms fan concessions with Mashgin

CASE STUDY

How Honda Center was able to drive 400% more sales on 50% the staff with Mashgin

CLIENT

Honda Center

INDUSTRY

Sports & Entertainment

LOCATION

Anaheim, CA

About Honda Center

The Honda Center is one of the premier entertainment and sports venues in the United States, and is home to the Anaheim Ducks of the National Hockey League. The arena opened in 1993 and has since hosted a variety of events, becoming a regular stop for top touring performers and events, including concerts by Elton John, Madonna, U2, and Paul McCartney.

Challenges

Concessions are a key part of the hockey and concert experience. With the Honda Center's capacity of 17,000, serving heavily trafficked games and concerts can quickly become a challenge. In 2021, with labor in extremely limited supply, the Honda Center knew that its concessions experience would suffer without something changing.

Choosing Mashgin

They turned to Mashgin to dramatically speed up lines and keep more concession stands open. After testing out the machines, they were quickly sold on the benefits. "We were really impressed with how well the Mashgins worked," said Angela Leu, Vice President, F&B Finance & Business Insights of Honda Center. "The check-out process was quick and simple, and the Mashgin staff proved to be very responsive."

Two Mashgins were deployed at an underperforming grab-and-go location and reduced the number of staff by 50%. The Honda Center hosts around 130 events per year. After the first month, they hit the anticipated labor savings. The machines paid for themselves after six months on labor efficiency alone.

"Not only have we been able to reduce our labor costs significantly, but our customers have also been happy with their experience using the machines," added Angela. "The unexpected surprise was that sales for October 2021 at that location exceeded sales for the entire 2019 season! As a result, we immediately ordered seven more Mashgins and are in the process of reconfiguring additional locations in the building to deploy the additional Mashgins."

The Mashgin team also provides on-site support to ensure that the machines are always running smoothly. "They have been very responsive to our needs and have helped us troubleshoot any issues we've had. Overall, we're extremely happy with our decision to partner with Mashgin. Their machines have allowed us to improve our operations and provide a better experience for our guests," said Leu. Jackie Slope, Honda Center's VP of Technology, said, "I am really impressed with the speed, accuracy, and ease of setup for Mashgin's technology. The team has been great to work with in both installation and integrating into our tech stack - keeping Honda Center at the forefront of using great technology to improve fan experiences."

Results

400%

MORE REVENUE

The formerly underperforming location generated as much revenue in one month as it had in all of 2019

50%

LABOR COSTS REDUCTION

Mashgin self-checkout kiosks require fewer attendants than traditional POS

4x

FASTER TRANSACTION TIMES

With median transaction times of 16.5 seconds, Honda Center fans could grab and go 4 times faster than industry average



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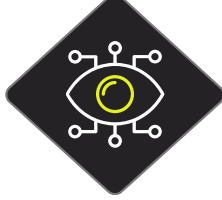
Angela Leu

VP, F&B Finance & Business Insights

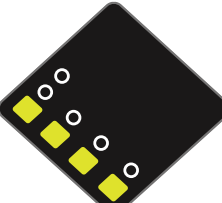
Delight customers with the world's fastest checkout

Mashgin's computer vision technology delights customers, increases sales, and maximizes staff productivity.

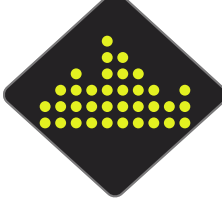
AI-powered checkout transforms your operations for maximum throughput and efficiency

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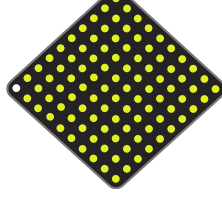
Unmatched computer vision

Our AI-powered 3D vision system recognizes items instantly—no barcodes required—delivering 99.9% accuracy for a seamless checkout experience.
- 

Maximum productivity

Reduce reliance on manual scanning and free up staff to focus on higher-value tasks, improving efficiency without increasing headcount.
- 

Insights that matter

Unlock real-time data on store performance, inventory trends, and customer behavior to make smarter business decisions.
- 

Built to scale

Whether in one store or across hundreds of locations, Mashgin adapts to your business needs with enterprise-ready AI technology.

Get instant & transformative results

- 4x

INCREASE THROUGHPUT
4X faster transactions
- 125%

BOOST SALES
125% increase in sales
- 80%

DELIGHT GUESTS
80% lower wait times
- 50%

INCREASE MARGINS
50% increase in sales per FTE

Learn how Mashgin can transform your business today.





Trained and trusted by a billion transactions



Integrated with 50+ technologies in retail and food service

PAYMENTS FREEDOM.PAYSHIFT4AURUS	LOYALTY givexvenuetizeLAVA
POINT OF SALE ORACLEcloverPDI	FUEL & RETAIL verifoneinvenco by GVRpaytronix
CAMPUS cbordtrove	CASH GLORYcpi