

# pepper

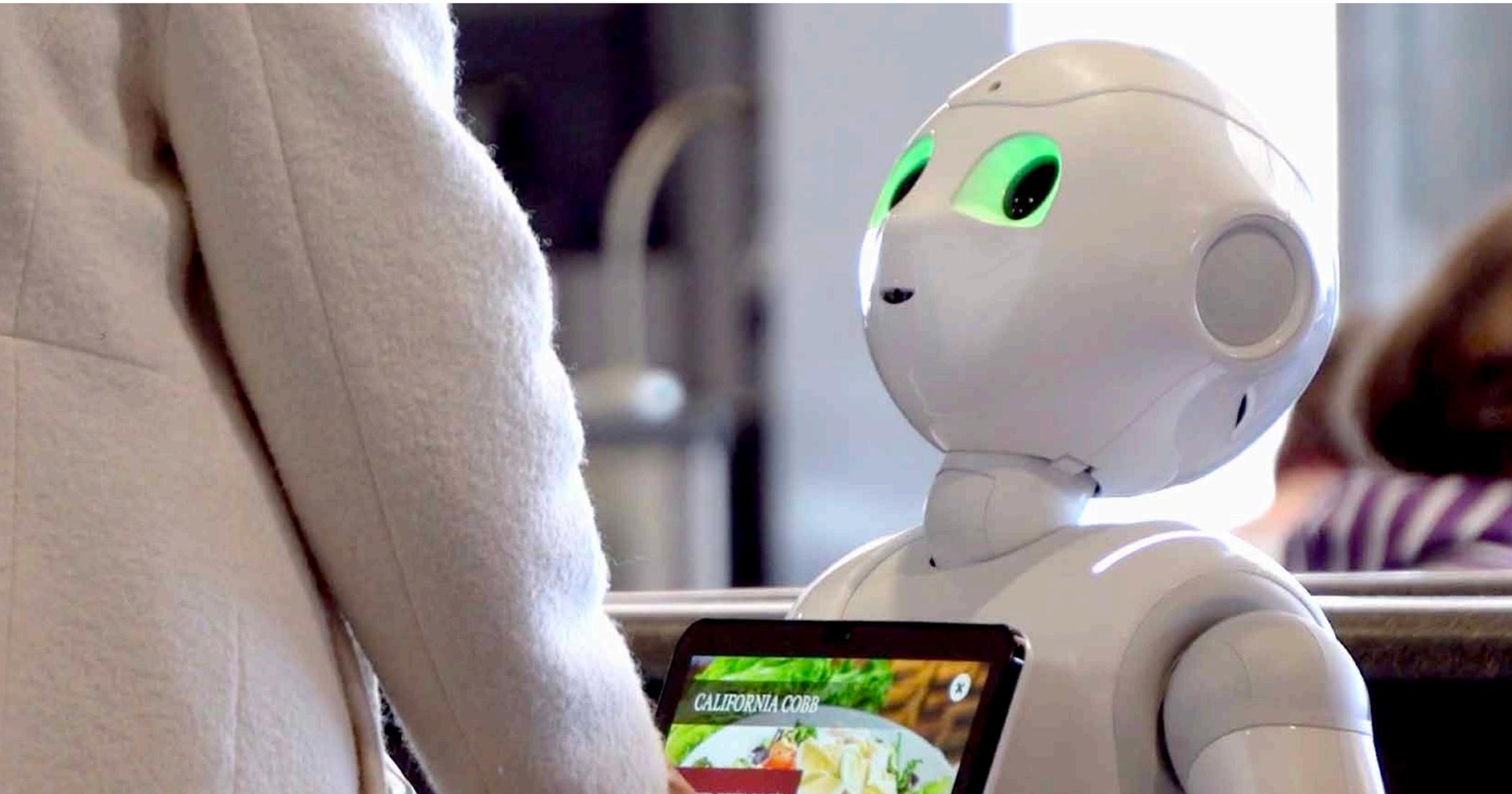


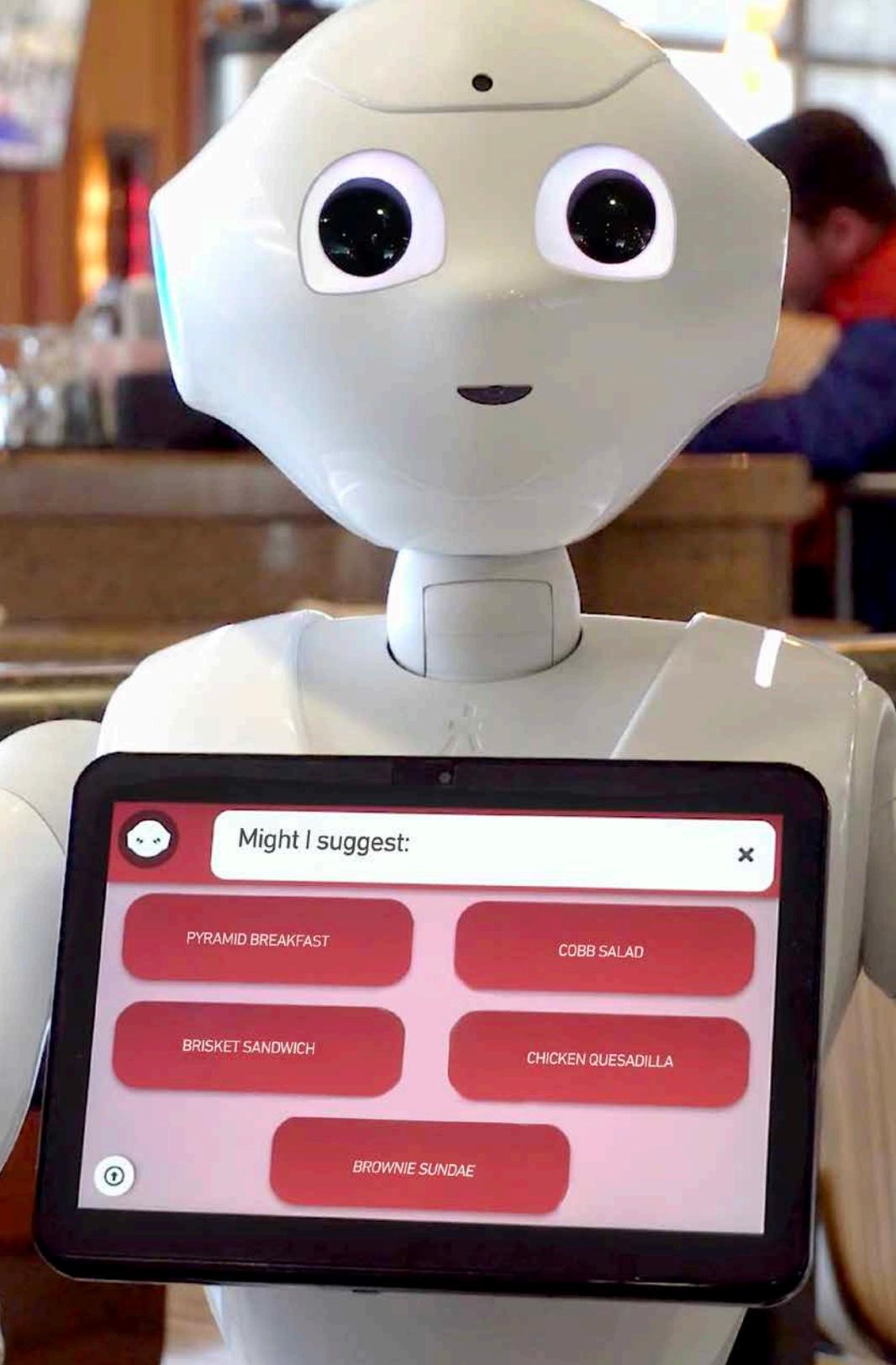
CASE STUDY —————



## The Challenge

HMS Host, a global restaurateur for major U.S. airports, was looking for a new and innovative way to elevate their guests' experience while also solidifying their reputation as pioneers at the forefront of hospitality and travel. That's why they chose to partner with SoftBank Robotics, a leader in Customer Experience technology with an extraordinary robot named Pepper. The Pyramid Ale Taproom at Oakland International Airport was the perfect place to start. It was always busy, customers were in a constant rush, and the employees were very receptive to having someone quickly relaying information and suggestions so employees could better assist their customers.





## The Solution

Pepper made a great first impression with busy travelers via an interactive map that helped them find directions to their gates, restrooms, and other points of interest. And for the Pyramid Ale Taproom, Pepper offered them suggestions on food selection plus a more in-depth look at the wide variety of craft beers on tap. Keeping the customers engaged, occupied, and informed gave the Pyramid Ale Taproom employees a real advantage when it came time to having the customers order a meal or drink because Pepper had already helped them decide!

## The Result

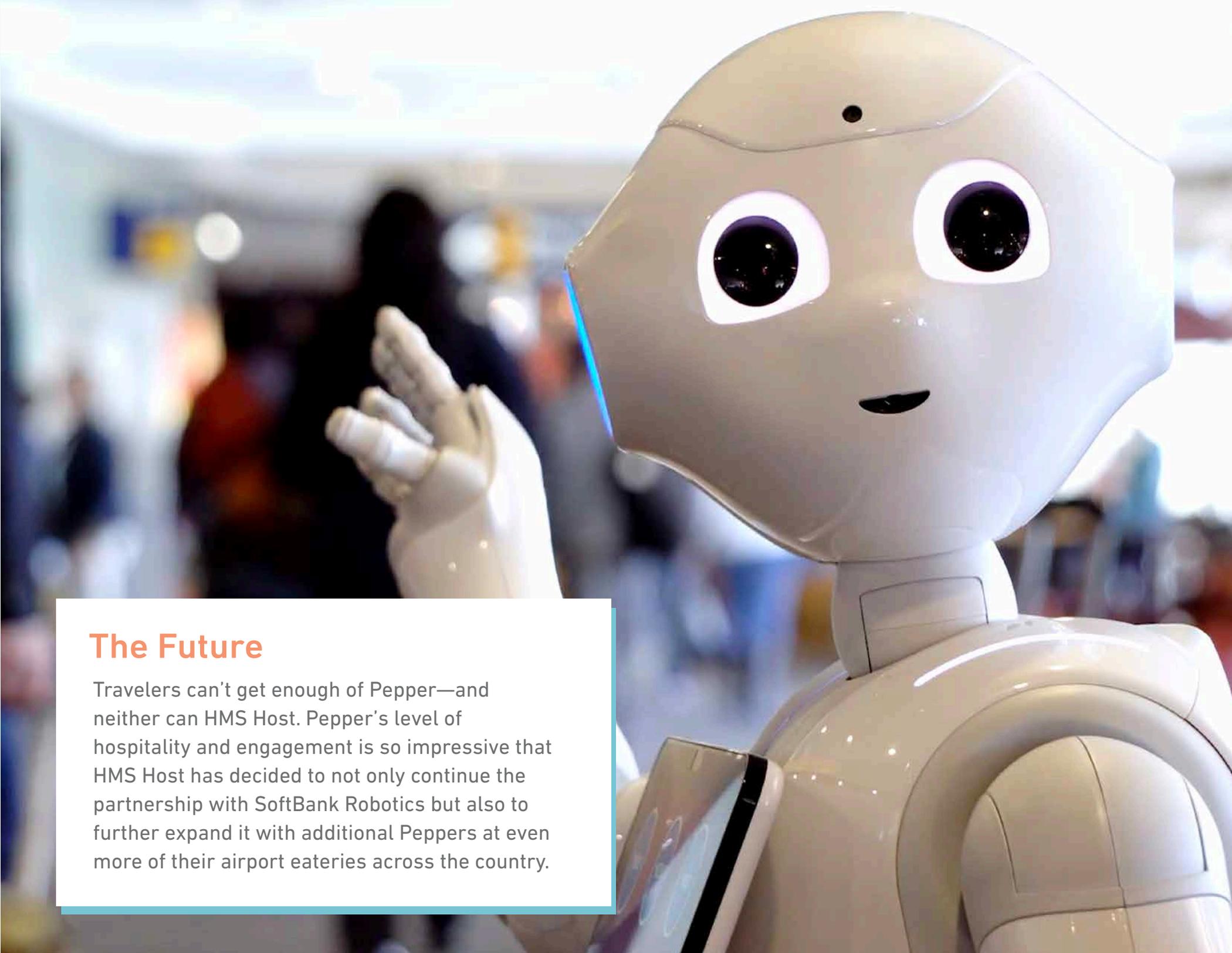
Airports are filled with people in a constant rush, rarely taking the time to slow down. But with Pepper they did—close to 300 times a day. Those precious few moments caused a 17% increase in sales at the Pyramid Ale Taproom and because Pepper also helped over 1,000 people to their destinations, it generated a tremendous amount of goodwill. For a company looking for a new and innovative approach to Customer Experience, Pepper truly delivered.

**280+** INTERACTIONS  
DAILY

**17%** INCREASE  
IN SALES

**1K+** TRAVELERS  
DIRECTED





## The Future

Travelers can't get enough of Pepper—and neither can HMS Host. Pepper's level of hospitality and engagement is so impressive that HMS Host has decided to not only continue the partnership with SoftBank Robotics but also to further expand it with additional Peppers at even more of their airport eateries across the country.

## Learn More



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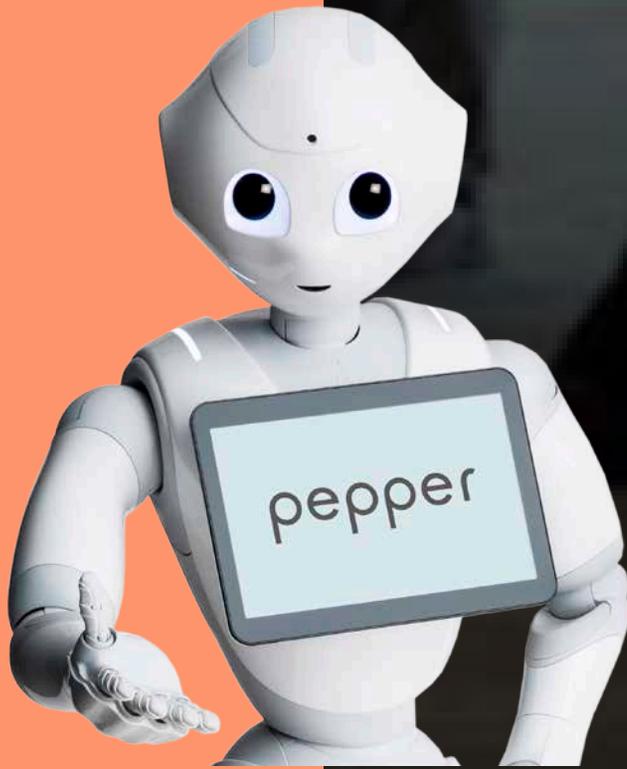


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## Pepper Works for Hospitality

“ ONE OF THE REASONS WE BROUGHT PEPPER HERE: **TO BRING INNOVATION THROUGH TECHNOLOGY.** ”

- Ken Davis, Director of Operations, HMS Host

“ AS FAR AS THE CUSTOMERS ARE CONCERNED, **SHE GRABS THEIR ATTENTION FASTER THAN WE CAN, SO SHE'S MADE IT A LOT EASIER.** ”

- Nicole Banks, Supervisor, HMS Host