

Grab's Order at Table technology takes off in the USA at DFW



Without the need to download an app, Grab's Order at Table (OAT) technology offers passengers the control, convenience and option to order from their own device(s)

Grab, the largest airport e-commerce platform in the world, has launched its "bring your own device" Order at Table (OAT) technology at Dallas Fort Worth International Airport (DFW).

Without the need to download an app, Grab's OAT technology puts the power into the hands of the passenger by allowing them the control and convenience to order from their own device(s). Whether customers want to order and pay digitally or use contactless payment, OAT provides travelers with more choice regarding the buying of food - without losing any element of the traditional hospitality experience.

By offering guests the ability to browse a menu, place an order and pay their bill from their own device, the tech removes the typical high-touch aspects of the sit-down dining experience and focuses staff on low-touch food production and fulfillment to keep both guests and staff safe.

"In this new normal, the importance of contactless technology and the ability to digitally order at any location is no longer a luxury, but a necessity. As US airports see enplanements come back, we hope our platform will help to ease the stress of traveling while health and safety concerns are at front of mind for travelers," comments Jeff Livney, Chief Experience Officer, Grab.

The new technology will be available at the Flying Saucer Draught Emporium restaurant, which was opened by SSP America at DFW in 2019. The popular stop offers a multi-platform craft beer experience, with the lower level serving as a gastropub and the upper offering a full-service bar and live music performances. Grab's OAT technology enables guests to scan a unique QR code or tap an NFC tag at their seat, browse available menu offerings, open a tab, order a meal and pay their tab at their convenience without downloading an app.

"Technology will play a key role in the recovery of the travel experience. Through our partnership with Grab, we look to continue to help facilitate that recovery by implementing self-order and pay solutions to drive the business forward," explains Pat Banducci, Chief Commercial Officer, SSP America.