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STORIES  
RESULTS**

## Upping returns—

QubicaAMF products carried this center into the 21<sup>st</sup>-century, and sparked unprecedented growth as well.

**QUBICAAMF**



**Rancho Bowl**

Santa Maria,  
California, USA

# Upping returns—down through the generations

**QubicaAMF products carried this center into the 21<sup>st</sup>-century, and sparked unprecedented growth as well.**

Ashlee Carranza is fond of stating, “I would say we didn’t pick bowling. Bowling picked us.” History certainly bears that out. Her husband’s grandfather, Mili Acquistapace, built Rancho Bowl in Santa Maria way back in 1959, when it was a sleepy Central California farming town.

Run by the family, the center proceeded fairly successfully with only a few updates here in there until 2011, when Ashlee and her husband Luke decided it was time for a change. Although noted for its agricultural influences, nearness to California’s wine country, and honor as “The West’s Best BBQ Town,” consensus was that the quaint, quiet city could use a few more attractions.

The Carranzas saw an opportunity and began making plans.



**“Without QubicaAMF we would not be making the money we are today or be able to feel so successful with our business. I’d definitely say QubicaAMF has changed our lives.”**

Ashlee Carranza, Owner



**Ashlee & Luke Carranza**

Co-Owners  
Rancho Bowl  
Santa Maria, California, USA  
32 Lanes

Opened in 1959  
Converted from Twelve Strike scoring in 2014

## challenge

### Assuming control, scoping the competition

After taking over the business, Ashlee and Luke started visiting other bowling operations, gathering ideas and inspiration for the upcoming renovation. In their view, Rancho Bowl was seriously behind the times, particularly when it came to furniture and the scoring system. But they also saw an opportunity: a chance to make Rancho Bowl a place their beloved Santa Maria community would want to come for great entertainment. “We not only wanted to upgrade the center to help make us more money,” Ashlee remarks, “but also offer something to the community that was new and fun.”

### Discovering what quality is

Because they recognized it as a huge competitive advantage, scoring topped their list of things to investigate. Luke began thorough research into that area, and was immediately impressed with QubicaAMF’s BES X product, the world’s only bowling entertainment system.

When it came to furniture, Ashlee shunned the hard plastic industrial greys that are part of bowling’s past. She wanted something that would make Rancho Bowl unique and inviting to Santa Maria’s entertainment-hungry families, as well as her league bowlers. But the solution had to be just as durable as it was attractive. When she and Luke glimpsed the QubicaAMF’s Harmony line of furniture at Bowl Expo, she knew she had found what she was looking for.

Once the couple upgraded the furniture and scoring system in the center they realized that they couldn’t leave their ball returns unchanged. “It looked funny having the new furniture with the old ball returns,” said Luke. “The Harmony ball returns are defiantly sleeker and more modern looking while offering extra storage for our league bowlers.”



**“I saw the Harmony furniture and I was just blown away. I hadn’t been able to find bowling furniture that I absolutely loved...”**

Ashlee Carranza, Owner



**QUBICAAMF**

## solution

### Going with QubicaAMF

In their quest to make Rancho Bowl an exciting draw for Santa Maria residents, the Carranzas had certainly done their due diligence and come to a firm conclusion: QubicaAMF was head and shoulders above the competition.

"I saw the Harmony furniture and I was just blown away," Ashlee observes, "I hadn't been able to find bowling furniture that I absolutely loved." She appreciated not only the selection of styles and features, along with the durability and mobility of its design, but the choice of colors, too. These allowed her to create precisely the center and customer experience she wanted. "I compared swatches and contemplated the decision for two months," she continues. She also claimed to have "asked a million opinions" before finally settling on the right Harmony Infinity configuration for Rancho Bowl.

Luke was equally amazed with the thoroughness of BES X, noting, "The competitor's systems were just not at par with what QubicaAMF had to offer. When other competitors told us things were still being developed, QubicaAMF seemed to have everything down pat."

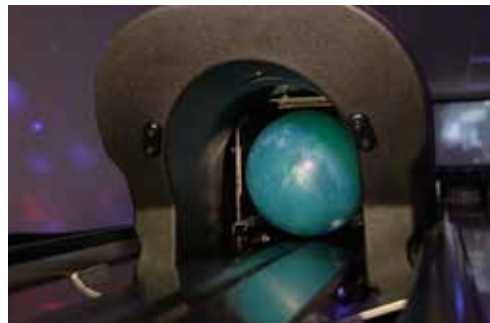
### BES X offers—

- eXtreme fun for everyone
- eXciting competitive play
- eXtended social reach
- An eXceptionally easy, comfortable and relaxing on-lane experience

The couple was equally pleased with Harmony Ball Return. "My favorite feature of the ball returns is the automatic shutdown sensor. It alleviates any worries moms may have for their kids, and helps save us energy," says Luke.

Accordingly, the Carranzas chose to do a complete overhaul at Rancho Bowl anchored by QubicaAMF products:

- BES X Scoring
- Virtual Marketing Manager
- Harmony Infinity Furniture
- Harmony Ball Returns



## solution

### Supporting their success

Once Ashlee and Luke had their QubicaAMF products in place they knew immediately that they'd made the right decision. BES X offered cutting edge technology to help them attract local bowlers and all kinds of customers with features like MAD Games, personalized YouToons, themed birthday parties and customized corporate events, along with a huge variety of on-demand environments.

Likewise, QubicaAMF's new Harmony Infinity Furniture Collection and Ball Returns have dazzled local bowlers who, in Ashlee's words, "had never seen nice stuff like this in a bowling center." Now, Ashlee can easily rearrange the furniture in round settings for open play bowlers, or in straight configurations for leagues. "When we saw the Harmony Infinity Line was movable and reconfigurable, we knew it was the choice for us," she says.

### Harmony Infinity Seating delivers—

- Distinctive styling that delivers a sophisticated look and feel
- The only bowling seating that easily reconfigures to comfortably host groups & events of all sizes
- Striking color combinations that make your center stand apart
- Seating that lasts and is easy to maintain looking new in a tough bowling environment

The safety features and energy-saving capabilities of the Harmony ball returns have made their mark as well. "Besides the safety feature, our favorite thing about the Harmony Ball Return is the energy savings. It saves us tons compared to our old ball returns," adds Luke.

In addition, the Carranzas were delighted at how QubicaAMF has supported their endeavor all the way. Delivering better product utilization and employee performance, Max Training product made it easy for the two owners and their staff to get up to speed quickly with both BES X and the Conqueror Pro management system.

They also took advantage of the Virtual Marketing Manager, which helped them promote the BES X experience throughout the community by providing a tailored marketing plan, consultative coaching, plus a whole library of resources.

Ashlee remarks, "Not only does QubicaAMF have the product, but they also have the marketing on the other side of it to help you implement your system. They are able to provide marketing consultants who offer real life advice from their personal experiences running a bowling center. If you don't have that marketing experience, then Virtual Marketing Manager is great tool to help you get started."

**"The change to BES X compared to our old system is just night and day. There are so many great features and marketing opportunities to make bowling fun for your customers."**

— Luke Carranza



**Rancho Bowl**  
Santa Maria,  
California, USA

**QUBICAAMF**

## result

***“BES X has far exceeded our expectations. The income is coming in, the community loves it, and it’s opening up new doors for us.”***

Ashlee and Luke, Owners



### Delivering a great return on investment

After all the renovations have been made, Ashlee and Luke Carranza can stand back and gaze with pride at how they’ve transformed Rancho Bowl into a place that residents and employees can be proud of as well. Both believe that, with the help of QubicaAMF technology, they have propelled their center into the 21st century, and built a sustainable business model that will give them a great return on investment.

Friday and Saturday nights at Rancho Bowl now often bring two-hour waiting lists. But that doesn’t seem to turn away customers. Instead of going somewhere else, they’re hanging out, eating, drinking, playing in the arcade, and spending money in other areas of the center. Nor do patrons seem to be tiring of what they find at this all-new, all-exciting destination, because the Carranzas are also seeing a huge influx of repeat business.

Ashlee couldn’t be happier. “We have been told the changes we have done are so great,” she says. “People want to come down because it is the newest and most unique thing to do in the area. And parents...are excited that their kids can grow up here.”

Birthday parties and corporate events have also become a significant part of their revenue mix. “We never had corporate parties before installing BES X,” she continues. “Now we have games and team-building activities that they can utilize.”

***“When people are done with their games, they just want to stay and talk. They feel so comfortable—like they’re in their living room. We’ve seen people stay an extra hour just to relax and have more food and drinks.”***

Ashlee and Luke, Owners

## result

### Higher prices, higher bowler satisfaction

The new Rancho Bowl has indeed become a magnet for Santa Maria customers. BES X’s YouToons animated scoring environment seems to be one of the biggest hits, the Carranzas say, noting how it attracts kids and adults alike. Since implementing the new scoring system they are also thrilled at being able to charge more because they now offer more to customers. In fact, they’ve upped their pricing twice since the installation. Food and beverage revenues have increased, too, and the Carranzas are even looking to add servers.

***“We have had two increases in prices over the past two years, and customers have been accepting of that based on our increase in bowling percentage.”***

Ashlee and Luke, Owners

Thanks to BES X’s Multi-Media System (MMS), they can offer advertisements opportunities to companies or fun displays for parties through their scoring system, and build that value-added service into their group pricing, often charging double.

***“QubicaAMF is definitely on the top of their game. They have the best scoring and furniture I have seen. Not only do they give you the product, but they have the marketing to help implement it into your system.”***

Ashlee and Luke, Owners

### Success by the numbers

QubicaAMF products helped Rancho Bowl Revenues rise across the board



## Eyeing endless possibilities

Luke and Ashlee Carranza have definitely achieved their goal of bringing Rancho Bowl into the modern era—and bringing a wealth of great entertainment to the community. Luke’s grandfather, Mili Acquistapace, would surely be proud.

“The investment is well worth it,” Ashlee says. “Customers want to see that you are reinvesting the money you spend in new technology and center enhancements. If you don’t do it, then someone else will move in down the street and blow you out of the water.”

Looking at all the happy families, joyful employees and satisfied players in and around Rancho Bowl, that seems a remote possibility at best.



*The Carranza Family succeeds with the QubicaAMF family of products. From left to right: Ashlee Carranza, Luke Carranza, and Viki Murray.*

### **Try the Harmony Design Tool - [harmony.qubicaamf.com](http://harmony.qubicaamf.com)**

See the impact that the Harmony Furniture Collection can have on your center.

### **Try the BES X Demo - [www.besx.qubicaamf.com](http://www.besx.qubicaamf.com)**

Discover how you can redefine the experience and grow your business with BES X.

Discover what QubicaAMF can do for your center.  
Contact a representative today!

**[www.QubicaAMF.com](http://www.QubicaAMF.com)**