



Sample Center Messages



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In today's environment, communication (both internal and external) is going to be more important than ever for a business to be successful. More than just marketing and promotions, sharing the right messages helps you earn a customer's confidence, loyalty and patronage.

There are a number of opportunities within your center to not only brand and market your business but also reinforce messages that you need your guests to be aware of. Conqueror offers several ways to connect and communicate with your customers while they are inside of your center.

CONQUEROR MESSAGES

There are a few ways that you can leverage your Conqueror management system to deliver a message to your customers. Each area allows you to create a truly customized and relevant message to your customer at the appropriate location and time.

Below is a selection of messages that you might consider for each component that Conqueror provides. Depending on your specific centers needs, you can modify these messages. You can choose to select a suggestion from the options below or create your own. Tap into the creativeness of staff by encouraging them to come up with messages of their own that will help customers see that the safety and health of your guests is top priority. Change messages frequently in order to avoid the customers from losing interest in the message.

MESSAGES FOR SCORE REPORT FOOTER

Conqueror X SETUP>TERMINAL SETUP>PRINT>EMPTY SCORE REPORT FOOTER

Conqueror Pro SETUP>TERMINAL SETUP>PRINT>SCORE REPORT FOOTER

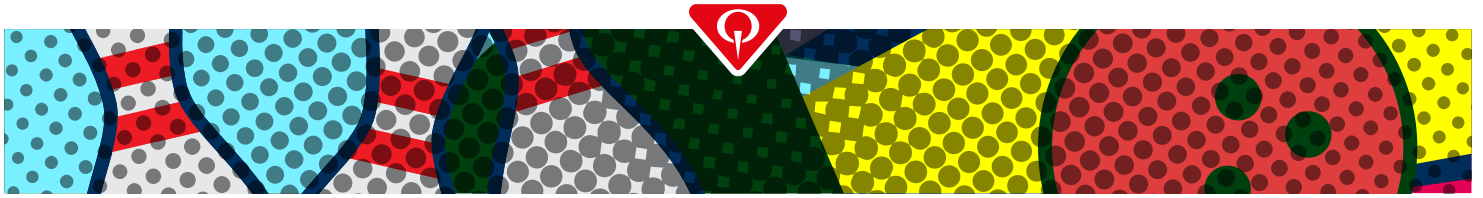
- Sample messages
 - Welcome back to bowling! Thanks for visiting!
 - Your safety and health is our #1 priority.
 - We're so happy to be serving you again!

MESSAGES FOR RECEIPT FOOTER

Conqueror X SETUP>TERMINAL SETUP>PRINT>RECEIPT FOOTER

Conqueror Pro SETUP>TERMINAL SETUP>PRINT>RECEIPT FOOTER

- Sample messages
 - Thanks for visiting!
 - Hope to see you again soon.
 - Home of Good, Clean, FUN!



MESSAGES FOR POLE DISPLAY

Conqueror X FRONT DESK > LANE FEATURES > MESSAGES

Conqueror Pro FRONT DESK > LANE CONTROL > MESSAGES

Pole displays will display 20 characters (Including spaces). Make sure to enter the message so it appears correctly to the customer, using spaces as necessary.

- Sample messages
 - Welcome back!
 - We serve clean fun!
 - We care about YOU!

SCROLLING MESSAGES

Conqueror X FRONT DESK > LANE FEATURES > MESSAGES

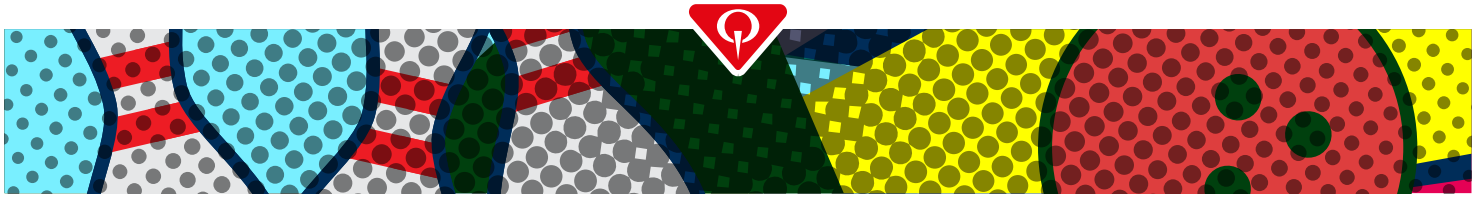
Conqueror Pro FRONT DESK > LANE CONTROL > MESSAGES

The Scrolling Message is a simple, easy to use feature that can provide a simple way to communicate with your bowlers. These messages appear throughout play on the overhead monitors and can be easily edited as needed to emphasize caution or warning to specific guests, or just as a casual reminder of guidelines to everyone in the center. When possible, keep individual messages at appropriate length to keep entire message visible prior to scrolling.

Sample messages

- Welcome back to bowling!
- We're working hard to provide you with good clean fun.
- Please practice social distancing throughout the facility
- Keep a safe distance between yourself and others
- Please wash hands frequently
- Wash hands before and after play
- Wash hands before enjoying our awesome food and beverage
- Please let a staff member know of any way we can assist
- Our guests are our #1 priority
- We want you to be safe, stay healthy, and join us again soon!
- Sanitizer stations are available throughout the center for your convenience
- Face masks are recommended for your safety
- Our equipment is sanitized and ready to play!

For instructions on how to set up Scrolling Messages, please reference the associated Quick Reference sheet [here](#).



WARNING MESSAGES

Conqueror X SETUP > CENTER SETUP > LANE CONTROL > WARNING MESSAGE

Conqueror Pro SETUP > CENTER SETUP > LANE CONTROL > WARNING MESSAGE

When a lane is opened, it is possible to display a warning message that bowlers must accept prior to play. This message is enabled by default when a new system is set up, and by default explains general safety rules that may act as important disclaimers for bowling centers. In most versions of Conqueror, this message is customizable. Below are several suggestions a center may want to consider as part of their own custom warning message during the reopening campaign.

- Sample messages
 - Do not cross foul line
 - Bowling shoes must be worn, and soles kept clean
 - Keep hands out of ball return
 - Report any problems or spills immediately
 - Maintain proper social distancing
 - Only one player on the lane at a time
 - Avoid touching your face between turns
 - Our equipment is sanitized before and after play
 - For your safety face coverings are suggested

For instructions on how to set up Warning Messages, please reference the associated Quick Reference sheet [here](#).

OTHER MESSAGING OPPORTUNITIES

PHONE GREETINGS

Thanks for the confidence you have placed in us. How may I help you today?

Thank you for calling XYZ Lanes. The home of good, clean fun. How may I help you today?

PHONE ON HOLD MESSAGE

Thanks for your patience and the confidence you have placed in us. Your safety and health is our number 1 priority. We're ready for you to enjoy some good clean fun. Thanks for supporting us! We'll be right with you.