



# Transform your customer's experience.

*Develop a passionate  
workforce and an even more  
passionate customer base.*

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Transformation is woven into the fabric of life. It's inevitable. As humans, we will continue to evolve and transform our physical beings to survive. But, what about your business? If you want your business to do more than survive, you've probably considered transforming your location. Maybe you've installed new bowling equipment, paved your parking lot, or added redemption to your arcade; all great examples of physical transformation.

If you're running a traditional heavy league-based operation, your customers expect to see some of that physical transformation each year they return. Even your less frequent customers respond positively to new carpet, or new games to play. However, transformation of a business doesn't necessarily require a huge influx of capital. You can transform your one location unit with the same results as some powerhouse brands!

One of the biggest payoffs you can invest your efforts in is the transformation of your customer experience. You've probably heard a lot about customer experience, customer engagement, and customer loyalty recently. They're red hot topics to marketers. According to Salesforce in their *2018 State of Marketing Report*, 68% of marketing professionals say that their company is **increasingly competing on the basis of customer experience**. If you look globally at the bowling industry, you can see the same holds true for fellow owner/operators. Think of the newest competitors in your marketplace. Chances are they offer up a very different entertainment experience to

those that have been there for years.

Unlike putting on a new roof, or paving your parking lot, transforming your customer experience will not likely have the same high-dollar price tag, but could actually be more valuable in the long run. Where do you even begin? We can start by taking cues from smaller, regional brands that have crafted their success organically. They paid close attention to their guests' wants and needs, balancing them with their business plan. These brands were once like most of us with one location and a desire to be the best they could be. They grew slowly. They understood what their customers responded positively to. They listened, they acted, they profited, and they grew even more!



When you think of changing the customer experience, carefully consider things like **convenience, personalization, customization, and efficiency** to help deliver that change. How are you using your current infrastructure to assist with administering this change? **BES X** and **Conqueror Pro** are two powerful allies in the delivery of any top notch customer experience because they allow for full customization and personalization to align with your business model.



Grocery chain Wegmans is a giant among the industry, even though it only has about 90 locations. Compare that to Whole Foods 430+ stores! Wegmans has created cult following by looking through the lens of the customer. Their stores all feature live cooking demonstrations, several locations to dine (sub shop, pizza shop, sushi bar, pasta bar, full service restaurant, etc.) and impeccable customer service! They quickly realized that the secret to their success was the employees behind the aprons. After all, even though you have a basket full of amazing foods, including local finds, the food doesn't cook itself. Wegmans also understood that, specifically to a younger generation, "shopping" didn't mean filling your cart with cans, boxes, and packages of items, but hanging out, learning about food, and eating it. Product and cooking demonstrations accomplished more than filling a role, they added to the overall experience of the shopper. Wegmans was aware of what the millennials wanted before the millennials even arrived!

Translate this type of interaction to a Family Entertainment Center and it's easy to imagine employees who are knowledgeable and passionate about their specialty. If that specialty is bowling, they can offer assistance choosing the right bowling ball. They may even show guests the features and options available to them on the bowler entertainment system. Taking it even further, what if these empowered employees

offered simple “pointers” to help each guest achieve their best score? How can your role-based employees add value to your overall customer experience?

Another chain expanding rapidly with a cult following is the gas station/convenience store Wawa. Like Wegmans, they also credit customer experience to their success. They start by asking themselves “What is best for the customer?” and when planning any part of their operation, this question comes

first. According to Howard Stoeckel, CEO of Wawa, “When we ask customers what they like about Wawa, they say, ‘We like your people’, and when we ask them, ‘What is it that you like about our people?’ it’s that our people like each other - and customers get caught up in that experience.”

Wawa isn’t the only gas station/convenience store chain driving up their customer loyalty to over 70%. A couple other regional chains (Kwik Trip, and QT) are also enjoying these benefits. How are they doing it? Well, there are a few key areas they all hit:

- All have high ratings for appearance of their stores. They are attentive to their brand image and focus on delivering a consistent presentation.
- All are focused on conveniences and details at the pump like payment options, information via TV etc.
- Have reasonably competitive prices—but not the best prices.
- Offer fresh, hot food that rates well with consumers for quality.

- Maximize their merchandising strategies in their convenience stores and provide excellent cashier service.

What can we learn from the success of some of our favorite places to buy gas, coffee, and snacks? Plenty. Taking each of their keys to success, we can translate those to our own bowling environment:

- Make sure your appearance is at its best and you present a consistent brand image, beginning in the parking lot!



Using a **Q-Pad** with **Conqueror Pro** allows you to deliver great service from anywhere in your building. Full functionality and even management controls are now portable, allowing you to come to your guests needs, no matter where they are in the facility! Manage things like **waitlists** from the front door, not the crowded front counter. Streamline their encounter with one swipe at check-in and allow a seamless transition of their payment from activity to activity, allowing them to keep having fun instead of standing in line.

Now that's **convenient** and **efficient**!



- Focus on convenience details in your business beyond bathroom supplies, and clean smelling rental shoes. Things like clearly labeled lanes and easy to find house balls can be cued with special lighting effects, keeping your workers focused on other guests.



Personalize your guest's experience with **Signature Welcome Screens**, **Signature Grids**, and **Selfie Grids**. Let them control the look and feel of their fun with **Your Lane Your Way**. Track and reward their performance seamlessly with the **Frequent Bowler Tracking** module and you'll develop some serious loyalty in no time!



- Does your pricing have a value story? It doesn't have to be the lowest. Guests expect (and are willing) to pay for better environment and service.
- How good is your food and beverage? Are you doing all you can to offer something fresh, and high quality?
- Are you merchandising your product attractively? Are you packaging experiences within the center to create more value? Are you providing the best front desk experience? How can you improve your service there without hindering your business model?

These two non-bowling brands can teach us a lot about how we can morph our own location to a revenue generating, experience machine. With some careful consideration, ingenuity, employee training, and motivation most of these ideas are relatively inexpensive to implement. However, without a plan to improve, most likely we will not. We can choose to take action or accept whatever comes our way. We will, by default, transform, but possibly not for the better!

*The bottom line:* pay close attention to what your customer base wants, needs, and responds to, and you'll develop brand-loyal clientele that transforms your bottom line.

When you're ready to improve your guest's experience, QubicaAMF can help you implement the right combination of equipment, support, and services to deliver a consistent, amazing experience for your customers.



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