



Hollywood Bowl delivers a better guest experience and reduces operating costs with **EDGE String pinspotters**



hollywood bowl

Organization: Hollywood Bowl

Location: U.K.

Bowling

Lanes: +1,400 lanes across 61 bowling centers

Attractions: Bowling, arcade games, plus high-quality food and beverage



Carl Boylan
Group Technical Manager
Hollywood Bowl

Hollywood Bowl is the largest tenpin bowling company in the U.K. They operate 61 centers with over 1,400 lanes; and over 13 million games are bowled there each year. Bowling is the core offering, comprising nearly 50% of total revenue. In addition to bowling, the centers offer family-focused arcades with traditional and state-of-the-art video games, along with high-quality food and beverage at their in-center full-service Hollywood Diners.

Hollywood Bowl has a passion for bringing families and friends together for affordable fun and healthy competition. Every team member works hard to inspire customers to become loyal fans through great entertainment experiences that surprise and delight on every visit.

But, behind the scenes, operational experiences weren't quite as optimal for Hollywood Bowl's team members. In recent years, Carl Boylan, Group Technical Manager, started noticing maintenance challenges with their free-fall machines in some centers. If unaddressed, he feared these would impact their ability to deliver the great customer experience for which they are famous.

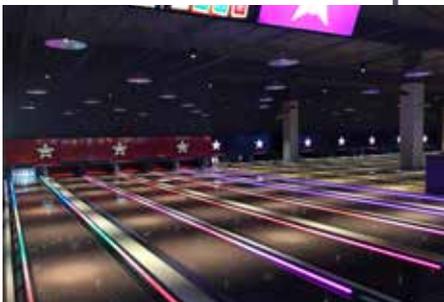
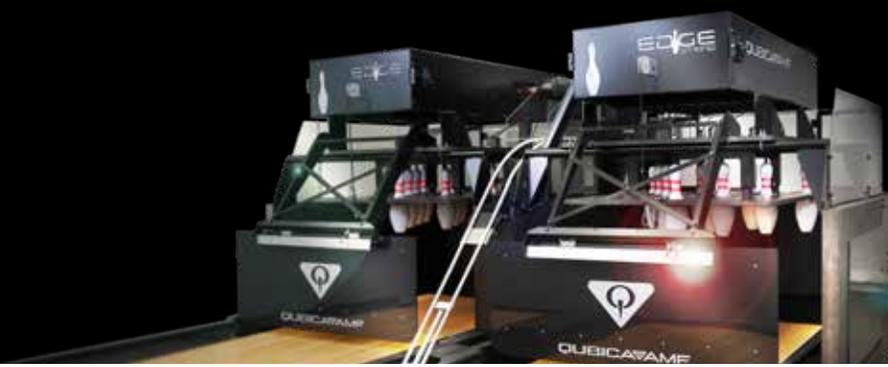
"Poor performing pinspotting machines lead to frustrated guests and loss of revenue during our peak busy periods," says Carl, a 30-year industry veteran.

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"Adding to that is the fact that it's challenging to find qualified technicians to maintain free-fall machines and training on such complex machines is a long process."

Hollywood Bowl's Key Challenges with their Free-Fall Machines:

- Finding and training qualified technicians
- Maintenance costs
- Poor reliability resulting in lost revenue during peak busy periods



Hollywood Bowl Chooses QubicaAMF String Pinspotters

With free-fall pinspotter maintenance issues top-of-mind, in 2016 Carl Boylan, began looking for solutions. As it turned out, a center the company recently acquired had string machines, so Carl went there to learn more about them. “My perception of string pinspotters was poor,” he remarks. “I didn’t think they were very reliable or robust, but that was based on limited experience from years ago.”

Subsequently, Carl visited other U.K. centers using string machines. He observed how the machines performed, how bowlers responded to them; and he talked with employees who operated them. As it turned out, his impression from years ago was outdated. “I observed many happy bowlers having a great time,” he recounts. “Reliability was far more important to both the bowlers and the employees than whether or not they were bowling on string machines or free-fall machines.”

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His research also made it clear that the simplicity of string machines would make it much easier to find and train people to maintain them. What’s more, he could foresee significant savings on parts.

Carl shared his learnings and recommendations with the Hollywood Bowl executive team. The decision was made to test string machines in their 2016 Southampton new center build. After researching the different string machine alternatives Hollywood Bowl chose QubicaAMF’s TMS string pinspotter.

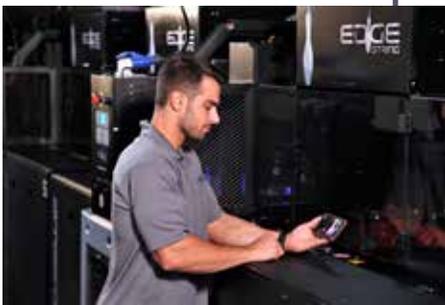
The results from the Southampton test were very promising so Hollywood Bowl decided to replace free-fall machines with TMS in one of their existing centers that was facing maintenance challenges. The results were amazing! Games-per-stop reliability increased significantly, refunds as a result of pinspotter problems went to nearly zero and bowlers were overwhelmingly happy.

In 2017, Hollywood Bowl began installing QubicaAMF string pinspotters in all new center builds. They also began replacing free-fall with string machines in existing centers that were having issues with technician recruitment, training, machine reliability and the guest experience.

Impressed by the success of TMS string machines, in early 2019 Hollywood Bowl officially transitioned from TMS to QubicaAMF’s revolutionary new string pinspotter, the EDGE String.

QubicaAMF EDGE String Pinspotters provide:

- A pinspotter solution any member of your staff can easily operate
- An innovative app, Tech Wizard, that makes operation even easier
- A very authentic bowling experience
- An amazingly simple way to offer bowling!



EDGE String Delivers Outstanding Results

Hollywood Bowl has benefited greatly from the switch to QubicaAMF EDGE String pinspotters. Here's how:

A Fantastic Guest Experience

EDGE String pinspotters have helped improved the guest experience in the Hollywood Bowl centers where they replaced free-fall machines. In these centers Hollywood Bowl has seen significant increases in games bowled without a pinspotter stop.

Happy Sport League Bowlers

Hollywood Bowl has seen increased acceptance of string pinspotters from even the most ardent sport league bowlers. They have lost very few, sanctioned sport league bowlers in the centers where they replaced free-fall with EDGE String.

Easier Technician Recruitment

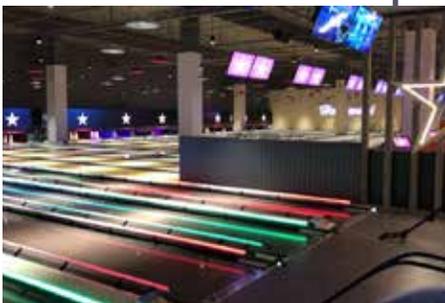
In centers with EDGE String pinspotters Hollywood Bowl no longer struggles with finding and retaining team members to operate and maintain the machines. "It is easy for our team to learn to operate EDGE String and the machines run so reliably our team rarely interacts with them," Carl remarks.

Tech Wizard Makes Operation Even Easier and Gives Visibility

Hollywood Bowl's staff never have to worry about the EDGE String machines – if the machines need operational or maintenance attention the Tech Wizard app notifies them and guides them on what to do and how to do it.

"The Tech Wizard smartphone app is brilliant! Operators with multiple locations can pull accurate data on machine performance for any center in the chain remotely. This really keeps me in the loop with how our machines are performing."

"The Tech Wizard smartphone app is brilliant!"
-Carl Boylan



Lower Refunds

Sometimes Hollywood Bowl would address pinspotter-related customer complaints by giving out free game vouchers. With QubicaAMF String pinspotters installed that is now a rarity.

Lower Operating Costs

EDGE String pinspotters have delivered a meaningful reduction in Hollywood Bowl's operating costs. Estate-wide they have realized a reduction in spare parts expenses, electrical expenses and a reduction in labor hours associated with pinspotting machine maintenance.

Reinvestment in the Business

The savings from EDGE String is helping Hollywood Bowl reinvest in its business to enhance the customer experience. They have rolled out new QubicaAMF scoring systems across over 70% of the estate.

The Hollywood Bowl team is incredibly happy with their decision to implement QubicaAMF EDGE String pinspotters in their centers and plans to roll this technology out to more centers across its estate.

"Center teams now focus fully on our customers instead of dealing with pinspotting machine issues, and the bowling experience for our customers has never been better."

-Carl Boylan



Join the EDGE String Revolution!
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