

Conqueror X: Web Reservations

Conqueror X Web Reservations is a fully integrated module which gives the bowling center the capability of booking lanes in real time via its website. Web Reservations integrates with the Advanced Reservations module (required) and provides a link from a center's website directly to a dedicated booking portal. Web Reservations improves productivity by automating a traditionally manual booking process and gives the center a source of both potential additional revenue as well as greater operational efficiency.

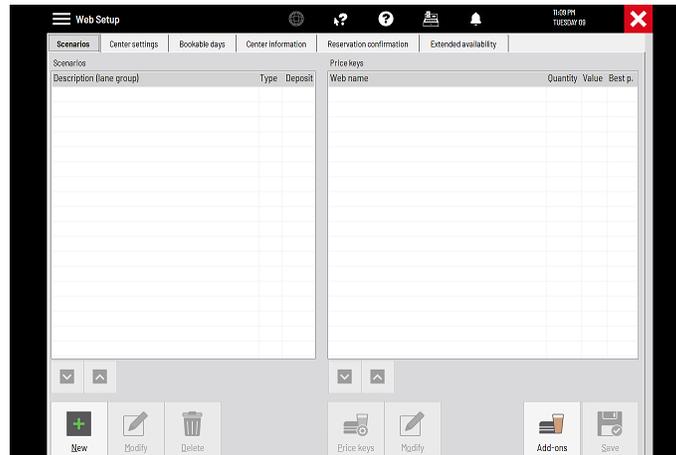
Basics and Benefits of Web Reservations

- QubicaAMF provides the bowling center with a direct link to the booking portal that can be imbedded in the desired area of the center's website
- By having customers utilize their dedicated booking portal, a center can see increased exposure and web traffic
- Efficiency and accountability in the center can be improved by having Web Reservations manage the center's white board automatically, avoiding double bookings and potential staff frustration
- Web Reservations can be used for booking several different types of bowling-related reservations, including open play, parties, and group events, and supports both game and time bowling. "Scenarios" are set up in Conqueror X which fully integrate reservation types
- Web Reservations are fully controlled with dynamic prices and promotions, allowing the customer to select the reservation type that works best for them; the center can also establish available times and parameters to allow booking online only when desired
- Web Reservations will automatically update the white board in Conqueror X which can be viewed on any terminal that has Advance Reservation module, providing up to date reservation information in all areas of the center
- Automatic lane allocation allows intelligent placement of reservations booked online onto lanes designated as bookable, maximizing lane usage across the center
- Customers are fully informed throughout the online booking process, with centers being able to customize customer-facing information and providing email confirmation of booking
- Below is an example of the layout of a center's web booking portal, where customers can choose their reservation type as well as log into their Frequent Bowler Account online:

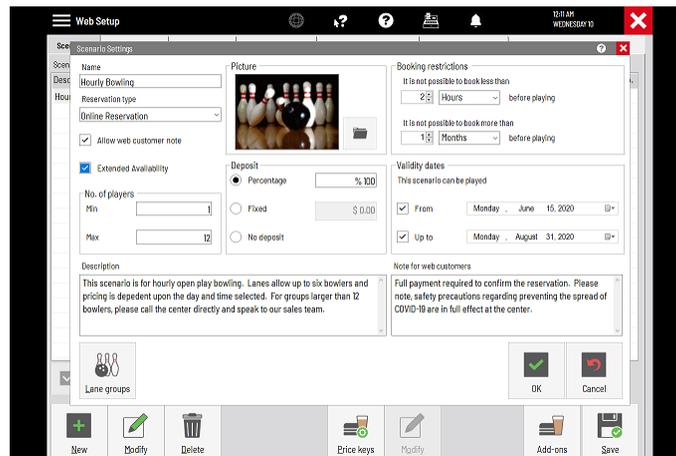


Web Setup: Creating Scenarios

- From the Conqueror X home screen, click on Setup → Web Setup → Web Reservations. The Web Reservations module will open in the “Scenarios” tab.

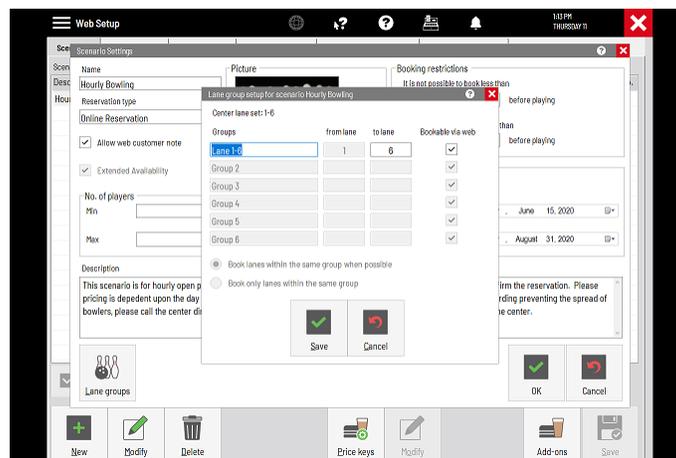


- To create a new Scenario, click on “New.” This will open the Scenario Settings screen as shown below, along with descriptions of the specific settings:



- Name:** Provide a descriptive name for the Scenario, which will be displayed when the customer is selecting the reservation type in the booking portal.
- Reservation type:** Select the appropriate reservation type from the dropdown list. The reservation types must be set up in Center Setup → Reservations prior to this step. It is recommended to create a reservation type specific to online reservations.
- Tag:** In case of third party booking integration, enter tags that will be associated with this Scenario, which helps to categorize the Scenarios into different groups. The center’s webmaster can assist with tags.
- Allow web customer note:** Selecting this option will provide the customer with an area to provide notes and/or requests to the center when booking the reservation.
- Extended availability:** Selecting this option will enable the Extended Availability feature for this specific Scenario, which will be discussed later.

- No. of players: Establish the minimum and maximum number of bowlers that can be reserved in this Scenario. Conqueror X will automatically calculate the correct number of lanes based on the rules setup in Center Setup > Reservations tab.
- Picture: Select a picture for the Scenario which will be displayed on the booking portal. The picture must first be saved onto the terminal being used to set the Scenario up. Pictures should be 133 x 100 pixels and can be .jpg, .gif, or .png. Sample images can be found in the QDesk folder on any of the Conqueror X terminals/computers. To access those images, follow this path - QDesk>Graphics>Web>Scenarios.
- Deposit: Enter a specific percentage of the reservation total cost or a fixed dollar amount that must be paid by the customer at the time of booking, or choose "no deposit" if desired.
- Booking restrictions: Enter the appropriate time restrictions for allowing the Scenario to be booked, both minimum time before the reservation and how far out the reservation is bookable.
- Validity dates: Enter the date range for which the Scenario can be booked, if applicable.
- Description: Type in the information relevant to the specific Scenario that the center will need the customer to be aware of when making the reservation.
- Note for web customers: Type in a memo for anything specific to the Scenario for the customer to pay attention to, or make a decision. This note will be displayed above the customer requirements on the reservation confirmation screen.
- Lane groups: Specify which web groups of lanes are bookable/non-bookable in this Scenario. Lane groups option has been designed for split house centers, as well as to designate specific group of lanes for particular scenarios (i.e. birthday parties, etc.). The lane groups should be set up beforehand.

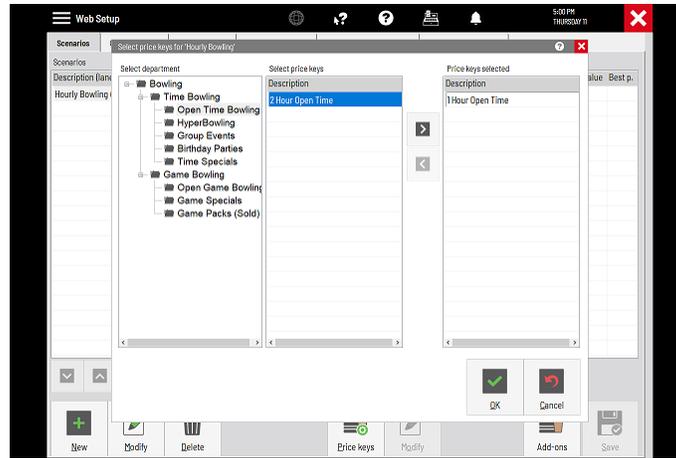


- After entering all information pertaining to the Scenario, click "OK" to continue.
- The up/down arrows under the Scenario column can be used to re-order the Scenarios in the list. This is also the display order used on the web portal.

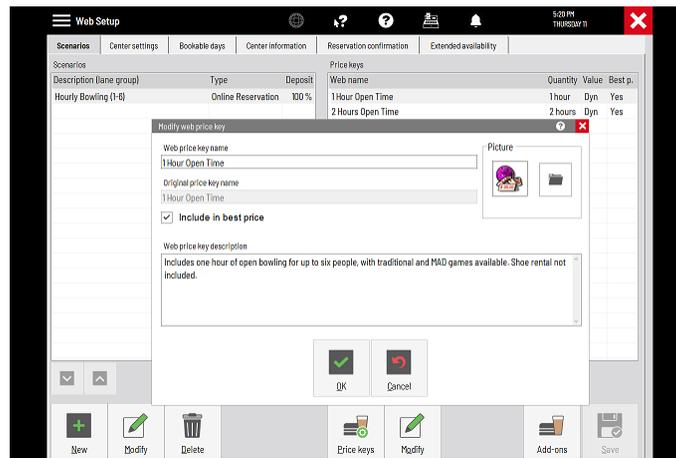
Attaching Price Keys to Scenarios

- Each Scenario can be assigned one or multiple price keys (for example, the time bowling Scenario can have both a one and two hour price key associated with it). Click on "Price keys" to open the price key structure. NOTE: the price key structure will only display the game bowling and time bowling departments, along with associated sub-departments.

- On the left of the screen, click on the appropriate department that contains the price keys that will be associated with the Scenario. Select the price key and click on the right arrow to move it into the "price keys selected" column. Repeat until all desired price keys are assigned to the Scenario.



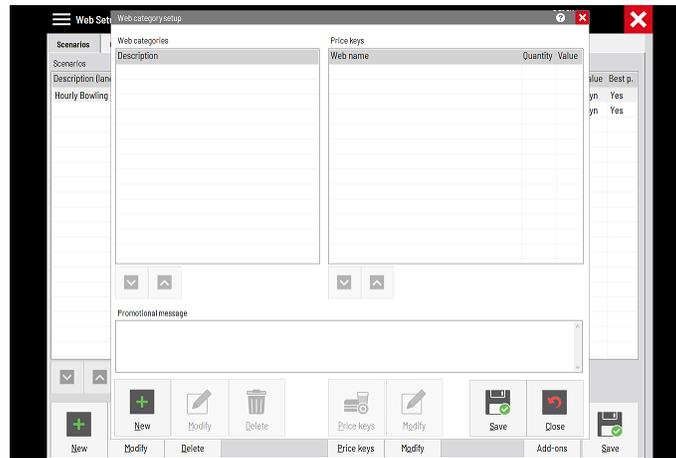
- Once all desired price keys are assigned to the Scenario, click "OK," then click "Save."
- Click on "Modify." This opens the Modify Web Price Key screen as shown below, along with descriptions of the specific settings:



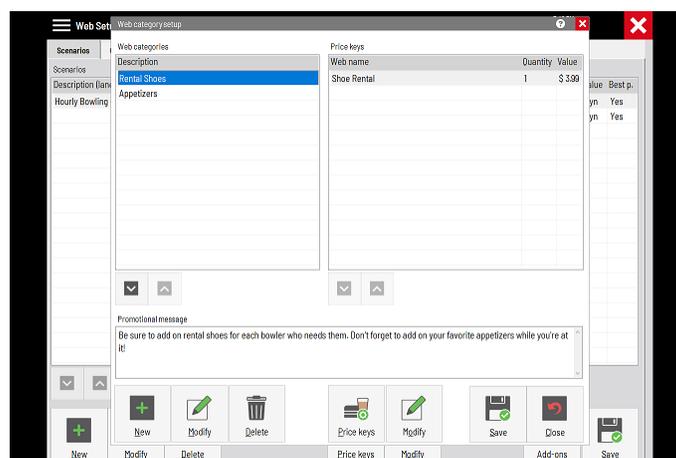
- Web price key name:** The name of the price key on the booking portal can either be the original name of the price key or can be customized. For simple reporting, it is recommended to create a designated set of price keys to be used for Web Reservations.
- Picture:** Select an image to be associated with the price key on the booking portal. The image must first be saved on the terminal being used to set the Scenario up. Images should be 60 x 60 pixels and can be .bmp, .jpg, .gif or .png format.
- Include in best price:** Select this option if the price key is to be included when Extended Availability is being used.
- Web price key description:** Type in any pertinent information regarding the price key that the customer need be aware of during the booking process.
- Click "OK" when finished with the Modify Web Price Key screen.

Add-Ons

- Once Scenarios have been created and price keys have been assigned, add-ons can be created to provide the center with an additional revenue source and convenience.
- Click on "Add-ons." This opens the Web Category Setup screen as shown below:

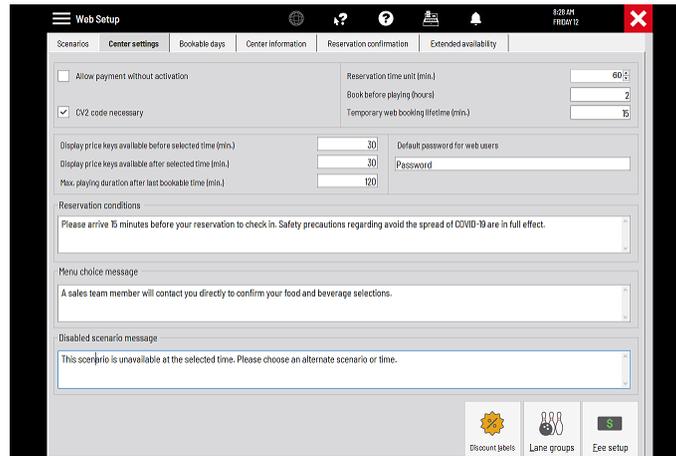


- Click "New" to create a new web category and type in a name, such as "Rental Shoes," "Appetizers," etc.
- Click "Price Keys" to open the price key structure. Select the department containing the desired price key for the category, click on the price key, then click the right arrow to move it into the "price keys selected" column. Repeat until all desired price keys are assigned to the category, then click "OK."
- Similar to price keys for Scenarios, price keys for add-ons can be customized by clicking on the price key in the list and clicking "Modify." The name of the price key for the web can be customized and an image can be associated with the price key.
- Continue adding web categories for add-ons and associated price keys until complete. The web categories and price keys can be re-ordered using the up/down arrows below the columns.
- In the "Promotional message" field, type in any information or reminders regarding add-ons. The promotional message will be visible to the customer while in the add-ons screen in the booking portal.



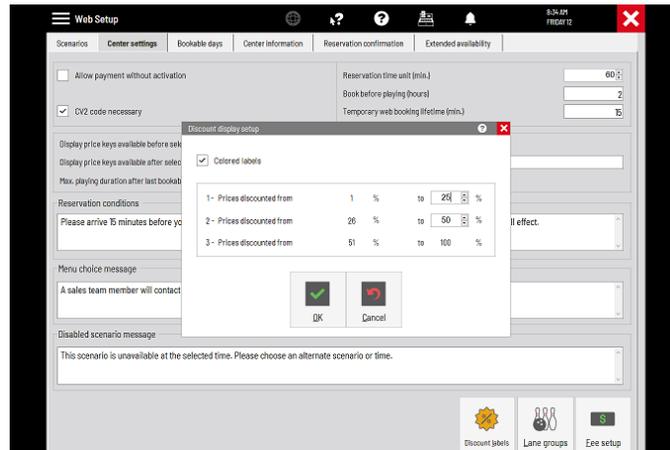
Center Settings

- The “Center settings” tab controls various settings that affect how the booking portal works, along with fields to provide additional customer-facing information during booking.

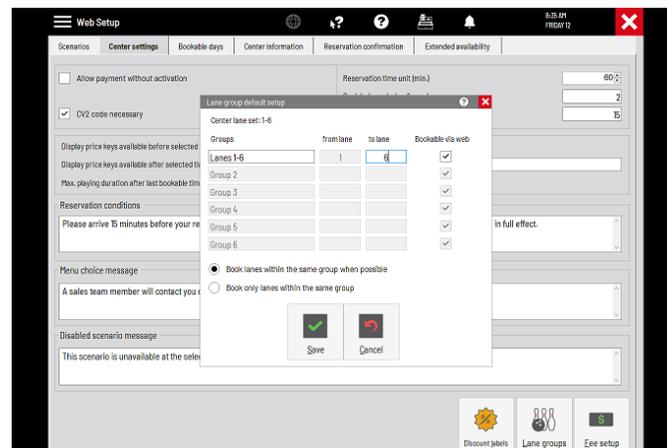


- **Allow payment without activation:** With this option enabled, customers booking online will not receive the confirmation e-mail. They will be able to pay directly after entering their data in the form. After payment they will receive two e-mails confirming their activation and their payment.
- **CV2 code necessary:** This option is only available when setup and configured with the credit card processor. It requires customers booking online to enter the CV2 authentication number on their credit card when making a payment.
- **Reservation time unit:** This controls the unit of measurement for online reservations, and also is the minimum amount of time for which a reservation can be made. This number must be a multiple of the grid time unit established in Center Setup → Reservations.
- **Book before playing (hours):** This establishes the amount of time before the event that the customer must book. For example, if set to two hours and a customer wants to book an event for 6PM, they will not be able to book after 4PM.
- **Temporary web booking lifetime (min.):** This controls how long the customer will have to make the reservation before the booking portal times out.
- **Display price keys available before/after selected time (min.):** These fields control a specific amount of time before/after a desired reservation time slot where the booking portal displays alternative available price keys.
- **Max. playing duration after last bookable time (min.):** This option allows the playing time to extend by the amount set, beyond the allowed bookable time. For example, if the last bookable time is 10pm, if this option is set to 30 minutes, the customer will be able to purchase playing time thru 10:30pm.
- **Default password for web users:** starting password for FBT members to use to first sign into their online FBT account. This option must be enabled for current FBT members in order to be able to access their account via the web.
- **Reservation conditions:** Enter information that will need to be seen by the customer at the conclusion of booking. This is displayed in the reservation confirmation window.
- **Menu choice message:** Enter information that will need to be seen by the customer if they are booking a Scenario that includes a food and beverage menu item that will need to be selected.

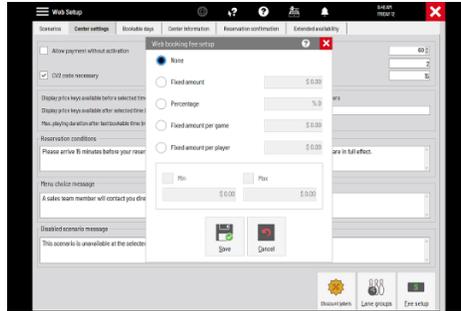
- Disabled scenario message: Enter information that will need to be seen by the customer if they are attempting to book a Scenario that is unavailable at their preferred time. This also is displayed when using the Extended Availability feature.
- Discount labels: This option controls the ability to offer discounted prices during slower times. Select “Colored labels” and set the three ranges of available discount percentages. The discount is shown on the confirmation email as well as the reservation confirmation window.



- Lane groups: This allows the ability to establish the default groupings of lanes within the center and designating them as bookable or non-bookable online. When creating the lane groups, please note that this is associated to both center configuration (split center, VIP lanes, etc.), as well as Scenario settings.

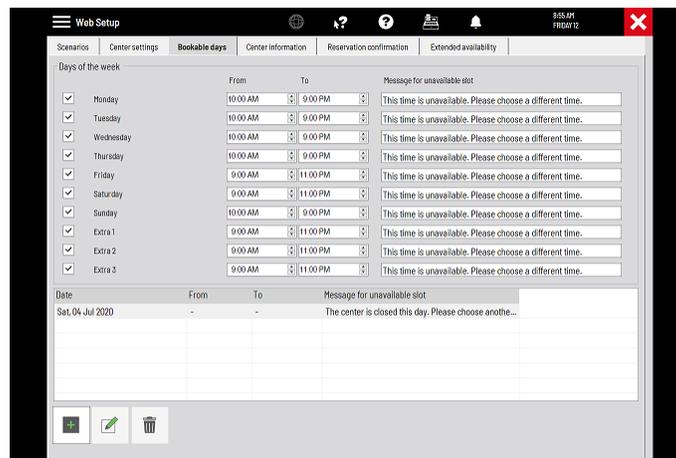


- Fee setup: This allows the ability to charge a fee for completing the reservation. No fee, a fixed amount, a percentage of the reservation total, or fixed amounts per game/per player can be established, along with a minimum and maximum fee amount.

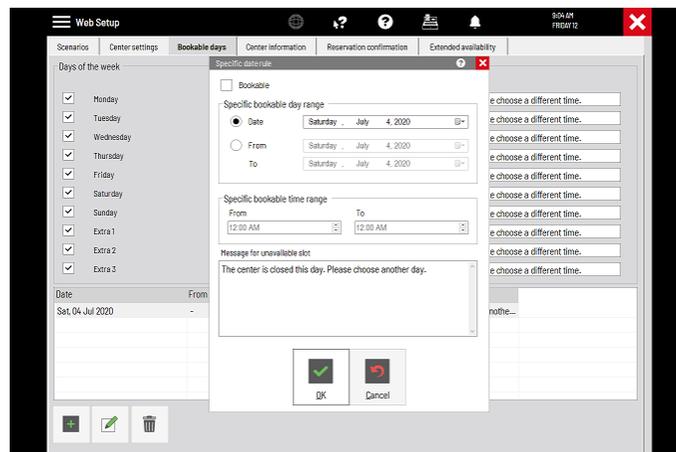


Bookable Days

- The "Bookable days" tab controls days and times bookings are available. Each day of the week can be selected as bookable/non-bookable and times for those days can be set. EX days can also be customized in order to establish booking rules for holidays (these holidays must be marked as EX1, EX2, or EX3 in Setup → General → Calendar Setup).



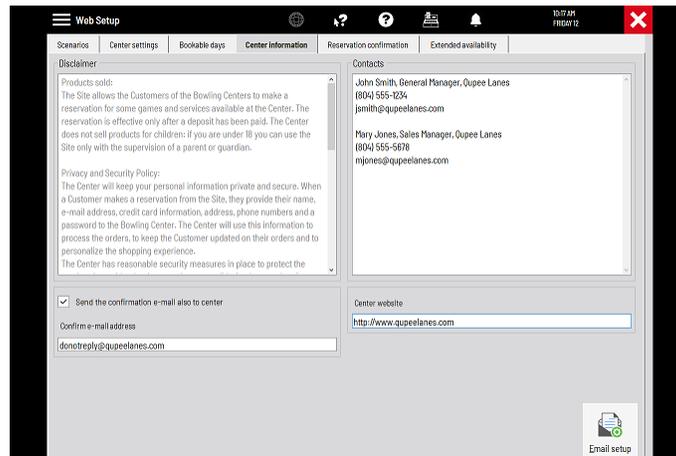
- Messages can be set to be shown to the customer when they are trying to book outside the designated booking times on a specific day.
- Date rules can be set in the bottom window by clicking on the plus sign. Specific dates or date ranges can be designated as bookable or non-bookable and exact booking times can be specified. Messages can be set regarding unavailable time slots.



- The “Bookable days” tab is one of the most important screens in Web Reservations as it controls the base functionality of the web portal. It is vital to make certain the days and times are set correctly in order for reservations to only be made during the times desired by the center.

Center Information

- The “Center information” tab controls various settings and information that will be displayed to each customer making an online reservation, regardless of Scenario selected. This is mostly blanket information designed to protect all parties and to provide the customer with center contact information.

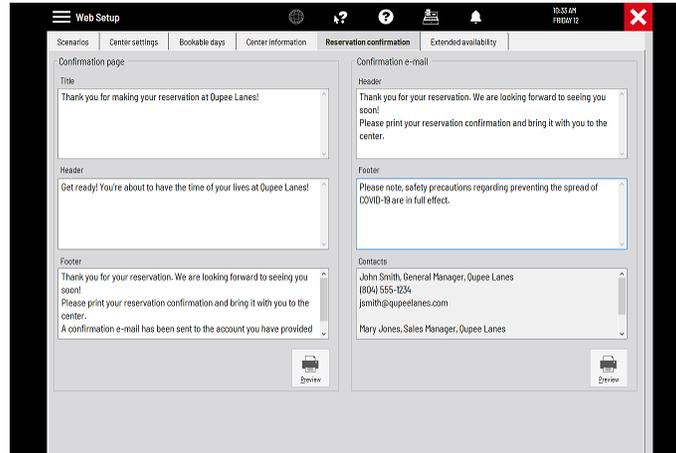


- Disclaimer: This field is related to legal information regarding the booking portal as well as privacy and security information, return and refund policies, center and contact information. The center should update this section with their specific center policies.
- Contacts: Fill in this field with applicable contact information for the center for the customer’s reference. Management/sales team names are typically listed here, along with contact phone numbers and email addresses.
- Send the confirmation email also to center: Select this option to have a copy of the customer confirmation email sent to the center as well.
- Confirm email address: Enter the desired email address for the center’s copy of the customer confirmation email to be sent.
- Center website: Enter the center website homepage here.
- Email setup: This area controls the email protocols for sending the customer confirmation emails. For detailed information, please see the Conqueror X Email Setup quick reference sheet.

Reservation Confirmation

- The “Reservation confirmation” tab controls specific information and verbiage that will be displayed on the confirmation page at the conclusion of booking and confirmation email that is sent to the customer after completing an online booking.
- Confirmation page
 - Title: Enter the title that will be displayed at the top of the confirmation page.
 - Header/footer: Customizable fields for the header and footer on the confirmation page.

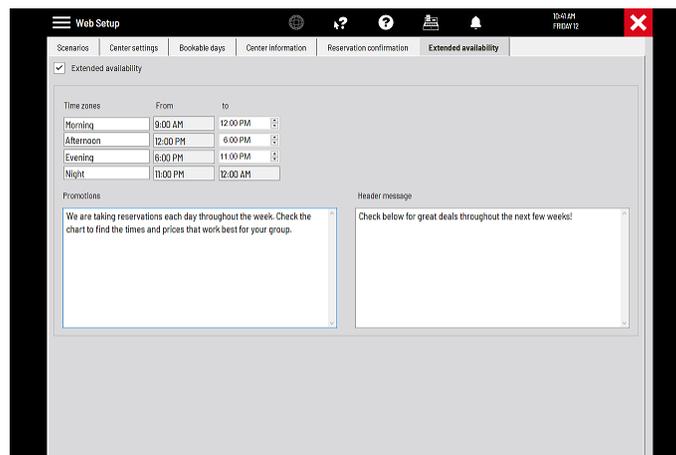
- Confirmation email
 - Header/footer: Customizable fields for the header and footer on the confirmation email.
 - Contacts: Uneditable field; information is taken from the contacts field on the “Center information” tab.



- The “Preview” buttons below each section allow the user to see a preview of exactly what the customer will see on the confirmation page after completing the reservation and in the confirmation email.

Extended Availability

- The “Extended availability” tab controls the ability for the booking portal to display the price trend in a range of four weeks. This will change the look of the Date and Time page of the booking portal and replace it with a chart divided into time zones and weeks. This will help the customer find the best price for their reservation during a day/time that works for them and also helps the center fill lanes at slower times. This option is Scenario specific, and it has to be enabled or disabled in each scenario individually.

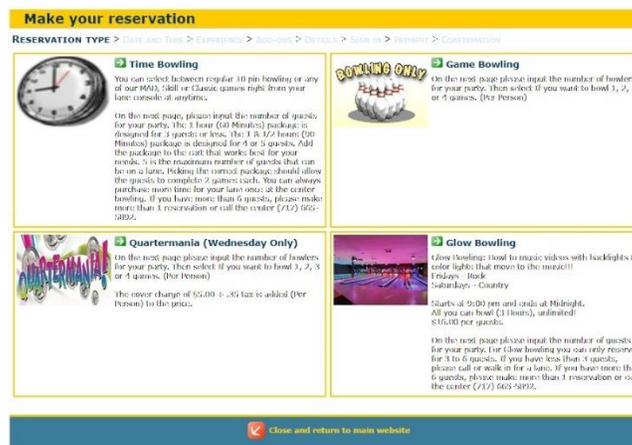


- Select the “Extended availability” option to enable the function on the booking site. As a reminder, this must be turned on for the function to work, but individual Scenarios have the capability of disabling extended availability.

- Fill in the time range for each time zone: morning, afternoon, evening, and night. The names of the time zones can be customized.
- Type in customer-facing a promotional message which will be displayed beneath the price grid and a header message that will be displayed above the price grid.
- To optimize the functionality of extended availability, dynamic prices need be established when creating price keys, and the "best prices" flag also needs to be enabled for those price keys that will be targeted with extended availability. See Setup → POS Setup → Price Keys to set these options and make sure pricing is correct.

Web Booking Portal

- The center's web booking portal will need to be activated by QubicaAMF. Once activated, the link will be provided to the center, which can then be placed on the center's website. The link address is specific to each center's web portal.
- Scenarios: After choosing the date and time for the reservation along with the number of bowlers, the customer will then be shown the available Scenarios for that timeframe. A Scenario example follows:



Make your reservation

RESERVATION TYPE > DATE AND TIME > EXPERIENCE > RESERVATION DETAILS > SIGN IN > PAYMENT > CONFIRMATION

Time Bowling
You can select between regular 10 pin bowling or any of our MMJ, Skill or Classic games right from your lane console at anytime.
On the next page, please input the number of guests for your party. The 3 Hour (90 Minutes) package is designed for 2 guests or less, the 1 & 1/2 hour (60 Minutes) package is designed for 4 or 5 guests. Add the package to the cart that works best for your needs. 5 is the maximum number of guests that can be on a lane. Taking the correct package should allow the guests to complete 2 games each. You can always purchase more lanes for your lane ends at the center handling. If you have more than 6 guests, please make more than 1 reservation or call the center (737) 669-3892.

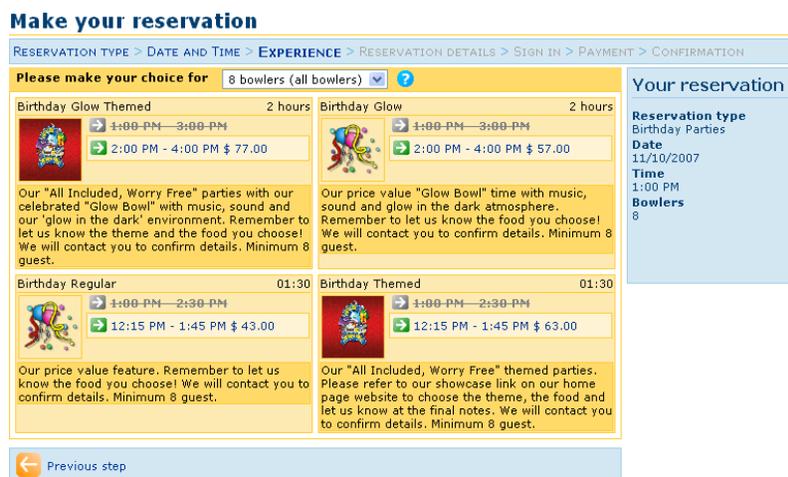
Game Bowling
On the next page please input the number of bowlers for your party. Then select if you want to bowl 1, 2, 3 or 4 games. (Per Person)

Quartermania (Wednesday Only)
On the next page please input the number of bowlers for your party. Then select if you want to bowl 1, 2, 3 or 4 games. (Per Person)
The cover charge of \$5.00 + .45 tax is added (Per Person) to the price.

Glow Bowling
Glow bowling: bowl to music videos with backlights & color lights that move to the music!!
Enjoy - Rock
Saturdays - Country
Starts at 9:00 pm and ends at Midnight.
All you can bowl (3 hours), unlimited \$16.00 per guests.
On the next page please input the number of guests for your party. For glow bowling you can only reserve for 3 to 6 guests. If you have less than 6 guests, please call or walk in for a lane. If you have more than 6 guests, please make more than 1 reservation or call the center (737) 669-3892.

Close and return to main website

- Web price keys: After choosing the Scenario, the available web price keys for that time are displayed. An example of available web price keys follows:



Make your reservation

RESERVATION TYPE > DATE AND TIME > EXPERIENCE > RESERVATION DETAILS > SIGN IN > PAYMENT > CONFIRMATION

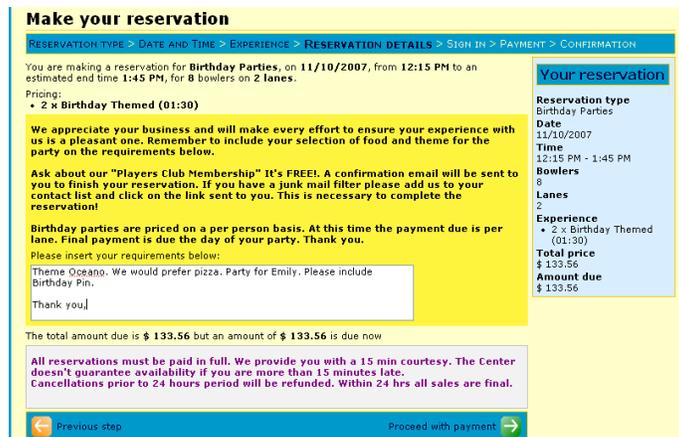
Please make your choice for 8 bowlers (all bowlers)

Your reservation
Reservation type: Birthday Parties
Date: 11/10/2007
Time: 1:00 PM
Bowlers: 8

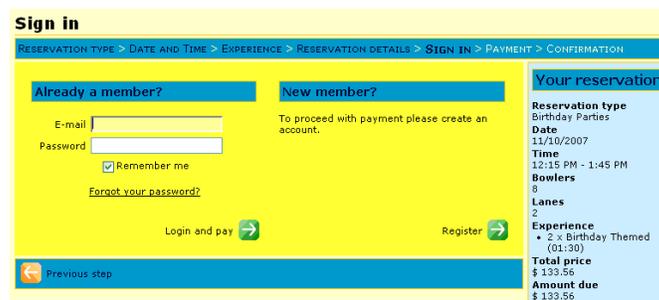
Birthday Glow Themed 2 hours  1:00 PM - 3:00 PM 2:00 PM - 4:00 PM \$ 77.00 Our "All Included, Worry Free" parties with our celebrated "Glow Bowl" with music, sound and our 'glow in the dark' environment. Remember to let us know the theme and the food you choose! We will contact you to confirm details. Minimum 8 guest.	Birthday Glow 2 hours  1:00 PM - 3:00 PM 2:00 PM - 4:00 PM \$ 57.00 Our price value "Glow Bowl" time with music, sound and glow in the dark atmosphere. Remember to let us know the food you choose! We will contact you to confirm details. Minimum 8 guest.
Birthday Regular 01:30  1:00 PM - 2:30 PM 12:15 PM - 1:45 PM \$ 43.00 Our price value feature. Remember to let us know the food you choose! We will contact you to confirm details. Minimum 8 guest.	Birthday Themed 01:30  1:00 PM - 2:30 PM 12:15 PM - 1:45 PM \$ 63.00 Our "All Included, Worry Free" themed parties. Please refer to our showcase link on our home page website to choose the theme, the food and let us know at the final notes. We will contact you to confirm details. Minimum 8 guest.

Previous step

- After choosing the desired Scenario, the customer will have the opportunity to select any appropriate add-ons for the reservation that are available, such as rental shoes, food and beverage, etc.
- Once the customer completes all of the required selections, the booking portal will then display the reservation details page. This will confirm the Scenario and add-ons, along with displaying the customer requirements and reservation conditions. The web customer note field is displayed here if enabled, allowing the customer to type in a note to the center regarding the reservation.



- The reservation details page will also display the total amount due for the reservation, along with the amount due now in the form of a deposit.
- On the next page, the customer will be directed to sign into their online FBT account, or create a new account if needed. Existing FBT members should use their own password if established, or can use the default web password established in the "Center settings" tab. New FBT online customers will be sent an account confirmation email with a link that will be required to be followed to complete the registration process.



- After completing the sign in process, the booking portal will proceed to the payment screen. A reservation summary along with cost will appear and the system will prompt for payment of the deposit (or entire amount if the Scenario is set to a 100% deposit).

Make your reservation

RESERVATION TYPE > DATE AND TIME > EXPERIENCE > RESERVATION DETAILS > SIGN IN > PAYMENT > CONFIRMATION

Please enter your credit card details.

We will debit your account for \$ 133.56.

Credit card details

* First name 

* Last name

* Card number

* Expiration date /

* Mandatory fields

[← Previous step](#) [Pay and book →](#)

Your reservation

Reservation type
Birthday Parties

Date
11/10/2007

Time
12:15 PM - 1:45 PM

Bowlers
8

Lanes
2

Experience
• 2 x Birthday Themed
(01:30)

Total price
\$ 133.56

Amount due
\$ 133.56

- Fields for the customer's credit card information will be available. After the customer provides payment information and clicks on "Pay and book," the reservation will be complete and the confirmation screen will be displayed. The customer will also be sent the confirmation email and the system will remind the customer to bring a copy of the confirmation email to the center on the day of the event.