



Time *Is* On Your Side.

Five reasons Time Bowling increases revenue and happiness at your center.

“when you ask some of the most successful operators, profit happens”.

Since any of us can remember bowling has always been just ten frames of knock-‘em-down, set-‘em-up fun and competition. While that may still be true for some, there is a big slice of consumers who don’t necessarily see things that way. Enter Time Bowling. According to the **2016 BPAA Benchmark Report**, two-thirds of proprietors introduced some measure of this concept in their centers with things like *All You Can Bowl Tuesday’s* or *Cosmic Unlimited* for a flat price.

Most of us expect a time-based business model when we rent a space for an event like a meeting, bridal shower, or birthday party. A typical contract will frequently stipulate a firm start and end time. Although most of these facilities are routinely priced by the hour, food and beverage or other ancillary services are commonly billed independently. In general, consumers are very comfortable navigating the time-based business model.

What happens when a bowling center with a traditional activity-based game evolves to selling time instead of a finite number of throws? Well, when you ask some of the most successful operators, profit happens.

Here are five reasons why you should consider moving your customers to a more time-based operation.

1

Selling time sets customer expectations. The truth is when you have a full house or are on a waiting list, when someone asks how long until the next lane is available, we give them our best guess. And while a few minutes here and there shouldn't provide for a negative customer experience, what happens to the guest who is 5 or 6 down on the list? Nobody wants to wait an extra half hour (or more).

When you sell your product by time, it's easy to see when a lane is done and easy to plan for the next customer. Using a lane management system that allows you to function within your operational guidelines is critical. Successful operators even account for housekeeping duties within their blocks of time they sell, making sure guest expectations are met. Customers appreciate your attention to detail and respect for their time. *Patrons who feel appreciated are more likely to return and become frequent customers!*



With **Conqueror Pro** by QubicaAMF, you can automatically factor in things like **clean-up** to the equation and still be on point, ensuring a **consistent operational flow!**



2

Administering bowling in time mode is much easier to manage. There's a finite structure associated with buying and selling blocks of time.

Customers understand what they're getting and proprietors can plan their business more effectively. Reservations take on a whole new dimension with time. A simple grid like structure can plot the entire day's activity at a center and identify where you have room for new business or where you can avoid overbooking. For complex booking scenarios where multiple resources are in play, the right management system keeps you on schedule. For example, when a customer books a Birthday Party Package, both bowling



QubicaAMF has optional modules like **Advanced Reservations** and **Web Booking**. These additions can be a game-changer for any location; both from the proprietor's view and the customer's.



time on the lanes and party time in a private room can be seamlessly scheduled. Not only will this help your staff deliver exceptional service, but the consumer experience is instantly heightened when they are in control and can choose exactly when they arrive and start their activities. ***When customers feel like they control the experience they are more likely to choose you as an outing.***

3

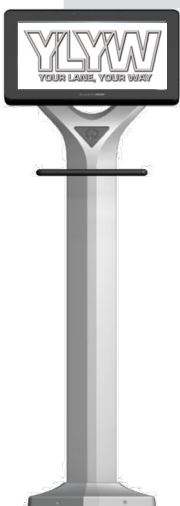
Time Bowling enhances the guest experience.

When customers are aware they are paying for each and every throw down the lane they are less willing to experiment and try new or modified versions of bowling. Specialty games such as 3-6-9 or no-tap may not seem interesting to them. Purchasing bowling by time allows guests to play different games of different lengths with ease, providing a high value experience. Customers become less concerned with “finishing” a particular game. Also, when your customers know they have unlimited throws in a period of time, they often are more relaxed and choose to experiment with new games available to them. Make sure your scoring system does more than track strikes and spares. Make sure it entertains and engages the customer! Each visit to your center can be a different adventure. ***This provides both a greater value, and a better experience to the customer!***



Want a 13% increase in revenue?

QubicaAMF's Your Lane Your Way (YLYW) is an obvious compliment to Time Bowling, allowing customers to **seamlessly switch between a selection of interactive games** you make available to them from the console! Usage of YLYW by customers resulted in a **13% increase in revenue**. A majority also reported longer and more frequent visits when YLYW was available to them. **Satisfied customers spend more and return more often.**



4

Selling bowling by time maximizes your lane usage.

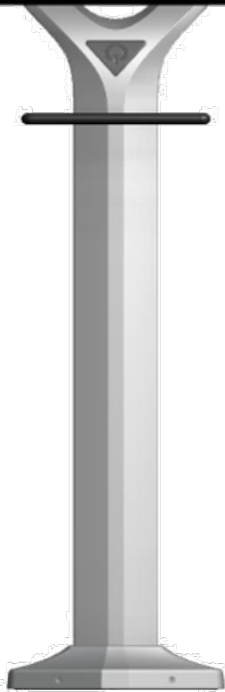
We've all had customers that enjoy our facility but simply don't contribute to the overall flow of revenue. Often they come for the entertainment, people,

and light show, but their ratio of time spent on the lanes to money spent isn't near equal to the average customer. Traditional per-frame bowling allows them to slow bowl their way to the next song, hour, or even the end of the night. While having non-bowling customers in the center isn't always a bad idea, that same customer hindering your revenue stream is. Time Bowling is straightforward and guarantees

equal pay per customer. When the time is up, you can move on to the next group of customers. Implementing a business model that doesn't encourage or even allow for customers to camp out on the lanes is much less stressful than a difficult conversation with guests. Those wanting to enjoy the atmosphere or grab more cocktails can do so in another location when their time is up, allowing your cash to flow freely. Make sure you choose a lane management system that is as flexible as you would like to be. Does it manage the customer flow and maximize your revenue opportunities as well as being customer friendly? *Guests who view their treatment as both fair and flexible develop loyalty to your brand.*



QubicaAMF's BES X Bowler Entertainment System can even prompt your customers to continue their fun right from the console, allowing for purchase of additional play or even **full-service food and beverage**. When customers continue having fun instead of standing in line for something to eat or drink, they **spend more money** and **leave with a better experience**.



Time bowling packages deliver value and drive up the average spend per customer. Now that

you've eliminated down time, increased customer satisfaction, and delivered an amazing experience it's time to take a look at your guest's choices. Savvy proprietors are developing time bowling packages that deliver on value and experience while also increasing the average spend per person. Consider bundling food and beverage or other attractions to complete the outing. A simple hour bowling package that includes shoes, and snacks will fetch more revenue than one game and shoes purchased separately. The customer finds value in a perceived discount and is available to spend more money on ancillary services! Using



Do you know how long it takes your customers to bowl a game in game mode versus time mode? Conqueror Pro offers a robust reporting interface with filtering capability to illuminate pertinent data points. Instead of guessing, **big data gives you a crystal clear view of your options** and their impact on your bottom line!



hard data to answer tough questions about what to focus on and what might not be working in your center becomes the norm with a business management system that provides customized reporting. When choosing a management system, make sure that it grants you the power to analyze your facility properly so you can make informed decisions. *Offering a complete experience to your guests will make your center a destination instead of just a stop along the way.*

The decision to evolve your business toward a more time structured format is strategic and usually involves many factors. Most centers don't transform overnight. Adding time-based packages alongside traditional per-game pricing is a good way to show value and morph your core audience to a business model that better suits you, your customer, and your bottom line. Managing your resources to maximize your revenue is key to achieving your future goals. Having the right lane management system, POS system, and bowler entertainment system is paramount to your success. **Be sure the product you choose supports your vision for success.**

If you need help with where to begin, contact us at VMM@qubicaamf.com

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