



**REAL REAL PEOPLE
STORIES
RESULTS**

House of the Rising Revenue
BES X scoring and Harmony furniture
hurled Gable House Bowl's revenues
from high to even higher revenues.

QUBICA AMF



**Gable House
Bowl**
Torrance, CA,
USA

House of the Rising Revenue

BES X scoring and Harmony furniture hurred Gable House Bowl's revenues from high to even higher revenues.



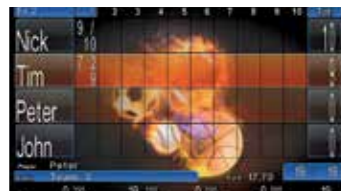
When Mickey Cogan's father built Gable House Bowl back in 1959, Torrance, California, was a growing city and they were one of the first centers in the area. Bowling was all the rage, their popularity grew and soon they found themselves hosting the PBA Tour. For the next 16 years big names like Earl Anthony and Mark Roth regaled spectators at Cogan's impressive venue, along with viewers around the world. Life was good and so was business.



Mickey Cogan

*Owner
Gable House Bowl
Torrance, CA, USA
40 Lanes
Opened in 1959*

Converted from Brunswick Vector scoring in 2015



**Gable House
Bowl**
Torrance, CA,
USA

*Learn more about Gable House Bowl
at gablehousebowl.com >>*

▶ Opportunity

Going from good to great

Mickey Cogan is now the proud owner of Gable House and runs it with his son, Brett, who serves as the general manager. Business was still good when the two decided to stop and make an objective assessment about their venture. The California and local economies were humming along. Their equipment was working sufficiently well. And the demographic makeup in Torrance was as beneficial to a bowling business as it had always been.

Nevertheless, in typical Cogan fashion, the men wanted to keep up with the times and provide the very best technology for their clientele. All factors being favorable, they also sensed they had a better-than-average chance of getting a great return on their modernization investment and improving profitability through price increases.

“Everything was still working fine, but we wanted to take advantage of the new technology. It took us about 10 minutes to decide on QubicaAMF” -

Mickey Cogan, Owner

With that in mind, Mickey and Brett began shopping around for equipment to keep Gable House the go-to destination it is and has been for close to 50 years. Their choice:

- BES X Bowler Entertainment System
- Harmony Infinity and Energy Furniture
- Harmony Ball Returns

According to Mickey, “Everything was still working fine, but we wanted to take advantage of the new technology. It took us about 10 minutes to decide on QubicaAMF.”



QUBICAAMF

solution

“We’re getting more people in the doors. But, we’re also able to maximize revenue from those people because of some of the things BES X and Conqueror Pro allow you to do.” - Mickey Cogan, Owner

Discovering BES X-celence

Amid the vast array of new bowling center technology available, Mickey and Brett chose QubicaAMF’s BES X Bowler Entertainment System for Gable House Bowl. Then, when introduced to the Infinity and Energy lines of furniture, they quickly realized that they needed to upgrade their front-end solution to support the growth they would experience from their state-of-the-art scoring system. Combined together, they found the complete modernization to fit in perfect harmony.

Their philosophy: By elevating Gable House’s brand image, they would create a higher perceived value for the center, and be able to grow lucrative party, group event, birthday party and corporate event business.

Mickey explains, “The reason we decided to go with QubicaAMF is that their system is light years ahead of what other people are offering in the marketplace as far as graphics, the different games you can play... just the overall look of everything, and the ease of use.”

High tech, higher prices, higher revenues

It’s all good

The modernization effort has paid off well for Mickey and Brett. BES X in particular has been a huge hit at Gable House Bowl. League bowlers love the new system because they do not have to call in to the front desk if there is a pinspotter issue. Thanks to the integrated Trouble Call System, the mechanic and front desk are automatically alerted to any on-lane issues, which allows their staff to quickly address any situation that may arise.

As expected, other features of BES X have offered a wider and more innovative variety of on-lane entertainment that customers are raving about. League bowlers and open play customers both have become enamored with Lane Chatter, and the ability to socialize with friends across the entire center. Even better, YouToons is another hit across all age-ranges as customers put themselves inside the game by taking selfies on the SuperTouch LCD Bowler Console.

Moreover, the success with the new fast-paced MAD Games has been a real game changer. Mickey shares, “We find on a Saturday that about 40% of the people have MAD Games on instead of the standard tenpin bowling.” The Cogan’s acknowledge that they now compete with more than just neighboring bowling centers and BES X provides a new form of entertainment to put their facility above the competition.



**Gable House
Bowl**
Torrance, CA,
USA

solution

BES X Bowler Entertainment System offers—

- eXtreme fun for everyone
- eXciting competitive play
- eXtended social reach
- An eXceptionally easy, comfortable and relaxing on-lane experience

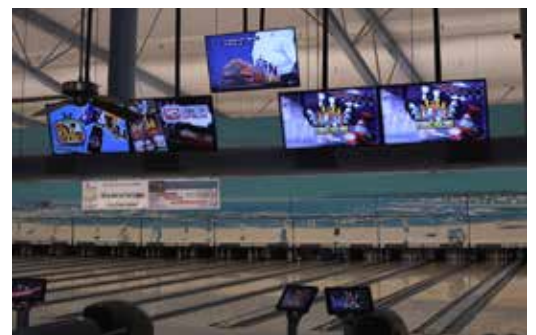
“We’re getting more people in the doors,” Mickey remarks. “But, we’re also able to maximize the revenue from those people because of some of the things that BES X and Conqueror Pro allow you to do.”

All told, Cogan and company have found post-modernization financial performance at Gable House Bowl to be “outstanding.” Their biggest area of growth has been casual play, followed by corporate parties. Icing on the cake: thanks to the hands-on Max Training they received, Mickey, Brett and center staff were able to get up and running very quickly.

Harmony, Energy and profitability—thanks to QubicaAMF

In general, the two simply wanted to upgrade the look of the center and create a more attractive and comfortable space with a lounge-like feel. They also wanted to create an environment conducive to socializing, which naturally would increase the time customers spend in the center, and set the stage for parties of group events.

“One of the things I really liked about the Harmony Infinity seating is its ability to easily be reconfigured to more comfortably accommodate different groups. If you have a six-lane company party coming in you can set it up so it’s one exclusive, inviting space for the group instead of three different areas” - Mickey Cogan, Owner



QUBICAAMF

solution



Pictured: Harmony Infinity Furniture



Pictured: Harmony Energy Furniture



Pictured: Harmony Table Collection

Comfortable, inviting and modular, QubicaAMF's Harmony Infinity line was just the ticket. "One of the things I really liked about the Harmony Infinity seating is its ability to easily be reconfigured to more comfortably accommodate different groups," Mickey says. "If you have a six-lane company party coming in you can set it up so it's one exclusive, inviting space for the group instead of three different areas."

Harmony Infinity Furniture offers—

- Great high-end appeal
- A versatile design that promotes reconfigurable seating arrangements to more comfortably accommodate different groups
- Striking color combinations to make your center stand apart
- An ideal blend of durability and elegance

For the concourse, Mickey and Brett chose QubicaAMF's Energy furniture series for its sleek, modern and durable design, noting that, "Everything's heavy-duty. They're substantial, and they don't move around."

Harmony Energy Furniture offers—

- An attractive, contemporary design
- Comfort
- Heavy-duty durability



**Gable House
Bowl**
Torrance, CA,
USA

result

A small price to pay for great entertainment

Since modernizing with new QubicaAMF scoring and furniture, Mickey and Brett Cogan have not only been able to achieve their primary goal of providing a better entertainment experience through new, more exciting technology; their planned price increase has gone through effortlessly—and paid big dividends.

Bye-bye discounts

“Our demographics here are extremely good,” Mickey remarks. “We want to be able to charge a high enough price that the demographics can absorb. But we thought that to do that we need to have the best product. It’s really worked out. We have a higher perceived value now, and we don’t have to discount.”

Initially, they were hoping for a 20% increase in open play, shoe rentals, and various other profit centers. Yet, actual results have far exceeded expectations. In the months following the upgrades open play revenues beat the previous year by 30%, shoe rentals by 50%, and F & B by 20%.

Mickey continues, “We were already a high-volume, high-revenue center, and to have our numbers jump by that much was truly an added bonus. Everything’s up across the board. We’re happy with the outcome.”

Another big change the Cogan’s have made to increase revenues at Gable House is a switch to hourly pricing. Mickey explains, “If you’re on game pricing you’re not making as much money per hour. On those busy weekends when you’re on a waiting list you don’t care how many games are bowled. You care how many hours the lanes are rented.”

Success by the numbers

QubicaAMF products helped Gable House Bowl revenues rise across the board:

+30%	Open Play Bowling
+50%	Shoe Rentals
+20%	F & B

Captivated by all the new features of BES X, not a single customer has complained about price increases. In fact, Gable House has switched its pricing to an hourly versus a per-game rate. They are now able to optimize lane time and customer’s feel they are getting a better bowling experience in the bargain. It’s the classic win-win scenario.



**REALPEOPLE
REALSTORIES
REALRESULTS**



Why modernize?

“You’re going to make money in the long run.”

Overall, Mickey and Brett Cogan couldn’t be more pleased with their decision to modernize with help from QubicaAMF. “Everything’s been excellent. It all works great. Customers love it, and it’s bringing in more business,” Mickey says with obvious delight.

“We were already a high-volume, high-revenue center, and to have our numbers jump by that much was truly an added bonus. We’re happy with the outcome.” - Mickey Cogan, Owner

As to whether current centers should cease resting on their laurels, take the plunge and decide to follow in their footsteps, Mickey is unequivocal: “If you’re thinking, ‘Should I modernize?’ you should just go ahead, bite the bullet and pull the trigger. You’re going to get the money back. You’re going to end up making more money in the long run.”

New scoring. New furniture. A whole new world of possibilities. Too much to ask for a place that has already been around for almost half a century? Don’t believe it. With Mickey and Brett Cogan at the helm, the sky’s the limit for Gable House Bowl.

Try the Harmony Design Tool - harmony.qubicaamf.com

See the impact that the Harmony Furniture Collection can have on your center.

Try the BES X Demo - besx.qubicaamf.com

Discover how you can redefine the experience and grow your business with BES X.

Discover what QubicaAMF can do for your center.

Contact a representative today!

www.QubicaAMF.com

HARMONY



QUBICAAMF