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Premier Lanes Gives Praise to Best Supporting Cast

QubicaAMF innovation helps a 100-year-old entertainment company become even more relevant and profitable than ever.

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**Premier Lanes
Entertainment
Centers**

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MALCO Theaters is a family-owned and operated entertainment conglomerate that has been in business for over 100 years. Overseeing the bowling operations of the vast and very successful network of movie houses, plus bowling and family entertainment centers is its vice president, Ricky Bourgeois, who has been making a mark for himself in this industry for some 40 years.

Ricky has also been a loyal QubicaAMF customer for more than a quarter century. Why? “We’ve been in the business for 100 years,” Bourgeois says proudly, “and what we’re always looking for is the newest and best innovation that’s coming out. QubicaAMF always delivers.”



Ricky Bourgeois

Vice President of MALCO Theaters

Premier Lanes Entertainment Centers:

- Oxford, Mississippi, USA - 20 lanes
- Gonzales, Louisiana, USA - 20 lanes
- Acadiana, Louisiana, USA - 32 lanes



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*Learn more about Premier Lanes Entertainment
at premierlanes.com >>*

Challenge

Driving Business Results—in all of their locations

The work began in 2015 when MALCO opened a new Family Entertainment Center (FEC) in Oxford by the University of Mississippi, Premier Lanes Oxford. Bowlers were thrilled with the facility and the all-new QubicaAMF equipment. “We liked it so much...and our customers had such a great experience,” Bourgeois says, “that we decided to go ahead and quickly upgrade our facility that had been open just three years.” With that, MALCO installed BES X scoring and Harmony Furniture in Premier Lanes Gonzales as well.

The Gonzales location already had XLi EDGE Pinspotters, so their initial intent was to upgrade the scoring to the BES X Bowler Entertainment System. But on glimpsing all its capabilities and potential, and their experience in Premier Lanes Oxford, they quickly realized that the new system would help them create a higher perceived brand value among their clientele; which would lead to more parties, group events, birthday parties and corporate bookings. That’s when they realized they could benefit from Harmony furniture at this location as well.

In fact, MALCO has been so impressed with BES X and Harmony in both locations, they will be upgrading Premier Lanes Acadiana in the summer of 2017.

Featured QubicaAMF Products:

- BES X Bowler Entertainment System
- Harmony Infinity Furniture
- XLi EDGE Pinspotters



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solution

BES X: Next-gen innovation for a new generation of customers

Bourgeois and his team chose QubicaAMF over the competition to maximize their revenue. Based on the FEC's demographics, they could charge a higher price and capitalize on the existing traffic. And, as a seasoned businessman, Bourgeois understood that today's customers expect the best technology on the market.

“The new generation of sports enthusiasts have just fallen in love with BES X.” —Ricky Bourgeois

Given the opportunity to put the BES X Bowler Entertainment System in his new facility, Bourgeois admits to being “blown away.” MALCO had opened the Premier Lanes Oxford facility with BES X about a year prior, and the system delivered an almost immediate return on investment. “I will just tell you that it's been fantastic,” Bourgeois says glowingly, citing more interaction with customers and a more entertaining experience for kids. “The new generation of sports enthusiasts have just fallen in love with BES X.”

BES X offers—

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

Technology like YouToons, Mad Games, the ability to chat across lanes and Facebook integration is both exciting and user-friendly—and helps cater to the younger generation they are targeting. “It was a challenge to offer a way to engage with millennials and provide an interactive service that could meet their expectations. With BES X features such as Lane Chatter and Facebook GameConnect, I've seen interaction now between customers right on the lane that I never thought that I would ever see,” Bourgeois explains.



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solution

QubicaAMF brings more to the party

BES X has been a boon for Premier's birthday party business. In fact, staff is always noticing how one successful birthday celebration can easily spawn many more as parents in attendance—watching their children interact with BES X's entertainment features—will immediately go and book a party for their own child before leaving.

“BES X is a phenomenal product. It's unlike any scoring system, and a way for my sales force to bring people in.”

—Ricky Bourgeois

Companies are also now clamoring to book corporate parties at Premier facilities, especially after seeing a demonstration of BES X's features beforehand. “I have places that might do 800 or 900 corporate events a year,” Bourgeois says. “Once you get them in, they want to come back for a bigger event. They tell other people about it. I have schools. I have PE groups. People come from 100 miles away to come to my family entertainment complex.”

All these events are made easier for staff and customers because of the customer service technology built into BES X and the Conqueror Pro Management System. “It's the convenience that has improved for customers,” Bourgeois continues. “They don't have to leave Lane 28 to go behind Lane 1 to get a drink.”

Bowled over by a 20% performance bump

Aside from living up to its status as the world's only full-fledged bowler entertainment system, BES X has been great for Premier's bottom line as well, and has helped differentiate them from the competition.

“I put BES X in, and in the last five or six months we're seeing about a 20% increase over our original year of operation.” —Ricky Bourgeois



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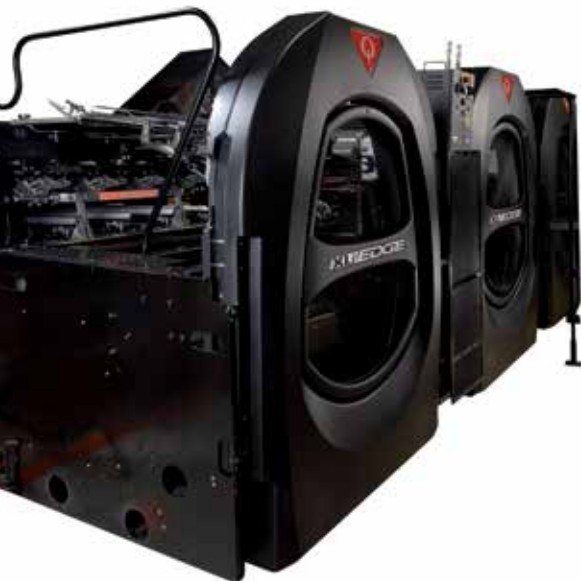
Harmony Furniture: Infinitely rewarding

The original “old school” bowling furniture in place at the Premier Lanes Gonzales and Acadiana locations made it challenging to accommodate different scheduling scenarios—like large parties, or league versus open play.

Initially, they wanted to just upgrade the centers’ looks and provide a more lounge-like feel. But they quickly (and delightfully) discovered that they would need new expanded seating to support the increased traffic BES X was bringing in.

Harmony Infinity Line Offers -

- Ideal blend of durability and elegance
- Great high-end appeal
- A versatile, moveable design for a multitude of settee layouts
- Striking color combinations to make your center stand apart



Pulling out all the stops with XLi EDGE Pinspotters

Bourgeois has relied on XLi EDGE Pinspotters in his centers since they first came out in 2012, hailing their reputation for being very simple to operate, easier on pin wear, and very reliable—vastly reducing stops that detract from the player experience.

“I have a facility in its fourth year of operation, and I will tell you the XLi EDGE is going 17,000 frames without a stop, and all the others average around 10,000 frames. We’re talking about 1,000 games of bowling on a pinspotter without a stop,” Bourgeois boasts. Talk about reliability.

“I will tell you the XLi EDGE is going 17,000 frames without a stop. We’re talking about 1,000 games of bowling on a pinspotter without a stop.” —Ricky Bourgeois

Then there’s the subject of pin wear. Their old machines were disappointing, inflicting a lot of damage to the pins. Now, however, he confidently claims he can go a year and a half without having to replace pins. He’s also found that carpet belts last longer on the QubicaAMF machines.



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result

Post-installation, Premier has been able to institute a time-based pricing structure, raising their prices across the board without the slightest pushback from customers. “I put BES X in, and in the last five or six months we’re seeing about a 20% increase over our original year of operation,” Bourgeois states. “BES X is a phenomenal product. It’s unlike any scoring system, and a way for my sales force to bring people in.”

In addition, Bourgeois and his team were frankly wowed by the Harmony Infinity furniture line with its unique feature of reconfigurable seating, plus its sleek, comfortable design that creates a more socializing atmosphere. “If we have 20 people at a birthday party, and they want four lanes, we can configure that for them in a half-circle, half-moon or whatever way they want,” Bourgeois says.

“The revenue potential and functionality made purchasing Infinity furniture an easy decision.”

Moreover, with the XLi EDGE Pinspotters his mechanics are not spending nearly as much time keeping the pinspotters running as they did with their old machines. Now they have much more time to focus on other cost-saving preventive needs of the business.

The best time to be in bowling

Ricky Bourgeois and his team at Premier Lanes Entertainment have been in the bowling business long enough to witness incredible change, but also appreciate its heritage, and see its many possibilities. The engaging, cutting-edge, player-centric technology built into QubicaAMF products has made him more optimistic than ever.

“The integrations between BES X and all the stations in my facility just makes my operation a lot easier for my staff” —Ricky Bourgeois

Success by the numbers

QubicaAMF products helped Premier Lanes’ performance rise across the board:

- +25%** increase in open play
- +50%** increase in shoe rental
- +20%** rise in F&B sales
- +30%** rise in YOY Revenue





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“ Bowling has a history,” he remarks, “and people are just wowed by what it evolved into. All of a sudden, customers come in and realize, ‘My gosh, it’s not bowling anymore.’ You have tremendous food, great interactive experiences, plus convenient food and beverage service. The integration between BES X and all the stations in my facility just makes my operation a lot easier for my staff, and allows us to provide better customer service.”

Ricky has discovered a solution to grow his business. One that delivers new ways to reach the new age of customers. “We’re excited about the product,” he concludes, “and we’re excited about the times.”

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.

Learn More about XLi EDGE Pinspotters - qubicaamf.com/xliedge

Discover the most advanced pinspotter ever.

HARMONY



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