

**REAL REAL PEOPLE  
STORIES  
RESULTS**

**See how BES X helped one proprietor upscale his operation, his clientele and his revenue**

**QUBICA AMF**



**Bowl 32  
Noblesville,  
Indiana, USA**



**REAL PEOPLE  
REAL STORIES  
REAL RESULTS**

**QUBICAAMF**

# Brilliant vision. Noble pursuit. Resounding success.

See how **BES X** helped one proprietor upscale his operation, his clientele and his revenue.

## Big dreams, big challenges

Noblesville is the fastest growing town in Indiana, dotted with high-income households, the area's top schools, and more. Owner of multiple bowling centers—including Bowl 32, David Small immediately saw the potential to enhance his business by catering to the town's upscale clientele.

But he faced a challenge. He realized he would have to change his business model, too, offering superior customer service and a better overall guest experience. More importantly, he knew he had to change his scoring system to cater to this demanding yet very lucrative market.

Unfortunately, his Brunswick AS90 system, while still functional, did not offer the enhanced features, environments and experiences today's entertainment-savvy consumers demand.



## Eyes on the future

From the moment David glimpsed QubicaAMF's BES X, the World's Only Bowling Entertainment System, he knew he had the key to fulfilling his dream—a total package with options to “make the game cool again.”

What options? BES X offered cutting edge technology not available elsewhere to help draw in younger crowds, active families and all-new customer segments:

- New MAD Games
- Personalized YouToons
- Themed birthday parties and customized corporate events
- On-demand environments and games available nowhere else

**The result? A completely fresh, more vibrant experience to drive significant revenue growth—over 40%.**

## challenge

### The choice was clear

Consumers today are choosy, what with the almost unlimited selection of entertainment at their disposal. David Small was keenly aware of this. He knew he had to change his scoring system to cater to this demanding market. If he hoped to woo people into Bowl 32 he had to choose a scoring system that could create a one-of-a-kind experience for each individual guest—every single visit.

BES X does just that, making each bowling experience personal and customizable for all different kinds of customer segments.

As David says, **“The strength of BES X is that you can use it hundreds of times and not have the same experience.”**

Buoyed by all the possibilities, David happily converted Bowl 32 from his old, outdated Brunswick AS90 scoring system to BES X in September of 2015.



### David Small

Owner Bowl 32  
Noblesville, Indiana, USA  
32 Lanes

Converted from Brunswick AS90 scoring to BES X Ultimate in September 2015

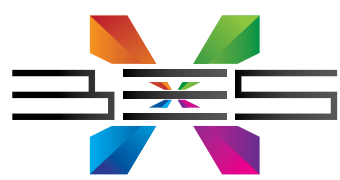
**“If you really want to go family entertainment, change your business model, customer service and change your center, BES X is definitely your option.”**

David Small, Owner Bowl 32



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Learn more about Bowl 32 at [www.Bowl32.com](http://www.Bowl32.com) >>



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## solution

### The change was immediate

To say that BES X transformed David's business model at Bowl 32 would be an understatement. In fact, he saw immediate improvement in:

- More profitable pricing
- Greater revenues
- More repeat customers
- Higher value customers
- Exceptional guest services
- Increase in birthday party and corporate events



***"BES X is the total package with options to make the game cool again."***

David Small,  
Owner Bowl 32



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## result

### It's about time—not about games



***"On a given Saturday afternoon, we're 32 lanes full with a 3 hour waiting list. I would say 60% of the people in the building are under the age of 15—and that never happened before. It's families with kids and that's what we want. That's where we can create the family environment and that one of a kind experience."***

David Small, Owner Bowl 32

Traditionally, the mindset for center owners has been getting guests to bowl more games. Now, however, with greater competition—both inside and outside the sport, that model has been difficult to sustain, and become increasingly unprofitable.

As David discovered, BES X allows owners to shift the business from a game-based to a more time-based revenue model. It changes the paradigm completely by transforming the bowling experience itself, creating a comfortable, exciting and engaging environment where customers will want to stay for prolonged periods.

Naturally, the longer they stay the more they spend—on bowling, food and beverages, plus all the other attractions the center may offer. In the case of Bowl 32, that included arcade games, mini-golf, a sports pub and more.

David and his team retooled their entire customer service approach accordingly, working together to make sure the needs of every customer are met the moment they walk in the door. That strategy has paid off handsomely.

It has also helped drive hordes of repeat customers. ***"A family of five brings another family with them,"*** David says. ***"Now instead of one lane, it's two. Instead of \$103, it's \$206. We see a lot of repeat customers. But every time those repeat customers come through the doors, it's more people with them."***

Thanks to a multitude of sophisticated entertainment features, BES X has also helped David accomplish his goal of attracting a younger demographic, particularly the 29-49 age group.

Overall, BES X has facilitated a new era of personalized customer service that starts the moment guests call Bowl 32. With BES X as the hub, David and his team are able to pre-book an entire evening of family fun well ahead of time, and have everything ready—down to the correct shoe size of all the players.



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## result



**“Since installing BES X we have been able to raise prices and are experiencing a 40% increase in revenue. There is no discounting anymore. It’s premium across the board!”**

David Small, Owner Bowl 32

### Higher expectations foster prices

In his never-ending quest to keep Bowl 32 on the cutting edge of family entertainment, David has had the privilege of modify his pricing structure to match the enriched customer experience BES X affords.

David tells us, **“That is what I want to really hammer home with this system. It has changed how we do business, how we do customer service, and has changed what kind of phone calls we get. That is the key difference. It’s not, ‘What is your special?’—it’s ‘Can I make a reservation?’”**

Pre-BES X, a family of five might bring in \$36 plus \$10 for shoes for two hours of bowling. Now, that same family could easily ring up \$60 dollars for 90 minutes of total entertainment throughout the center, and often extend their visit for an even larger ticket.



David has also been able to raise his food and beverage prices by 30%; and prices for birthday parties have doubled.

**“Some people might complain it’s expensive,” he remarks. “But for every one person who does, five more don’t even ask about price.”**

## result

### BES X on, revenue up

In terms of overall revenue, the new business model fostered by BES X has certainly been a boom to Bowl 32 as well. Previously, the center would bring in \$6,500 on an average Saturday night. Now their revenue is consistently up some 40%. In fact, with an average ticket of about \$103, they consistently book \$12,000 - \$15,000 on a typical Saturday night, which is remarkable for a 32-lane center.

### BES X brings more to the party

With its incredible selection of on-lane entertainment, BES X has helped Bowl 32’s party business skyrocket. David and company used to host 5-6 birthday parties most Fridays through Sundays, yet are now averaging 15 every weekend.

Referring to Monster Factory, one of the featured Mad Games, David is also very pleased with the promotional aspects of BES X. He explains, “BES X lets the party leave with something with my logo, address and phone number, because they want to print their monster and they’re saying ‘Look mommy, look!’”

The increase in corporate parties has been even more impressive, increasing threefold. A few events have even sold out the entire facility. BES X lets guests design what they want and essentially build their own party.

### QubicaAMF’s BES X Bowler Entertainment System helped Bowl 32:

- Create a holistic entertainment experience
- Grow the business beyond bowling
- Establish a more profitable pricing structure
- Bring in more repeat business
- Attract a broader customer demographic—particularly ages 29-49
- Boost party and event revenue dramatically

What’s more, Bowl 32’s party business has been very successful at generating future bookings. According to David, 8 out of 10 times at an event, the center will book another event for one or more of the participants—before they even leave.

“We compete against two very prominent centers,” he says, “and have actually gotten a number of parties and events from the different locations because of our service.”

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### BES X and the bottom line

**40%** Increase in Revenue

**30%** Increase in F&B prices

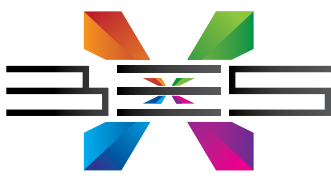
**Doubled** birthday party business

**Tripled** corporate party business

**\$13,500** Average revenue on a Saturday Night



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## Good business, great entertainment

### BES X puts it all together

All in all, BES X has definitely helped David Small achieve his goal of bringing high-end fun to a high-class clientele—and reap the rewards. From reservations to entertainment, customer service and delivering an unforgettable bowling experience, BES X ties everything together.

David had always dreamed of having a center like that. With the help of BES X from QubicaAMF he now has it. Indeed, he fully expects Bowl 32 to become his highest volume center in two years, surpassing even his 56-lane center, which is open seven nights a week.

### Above and beyond dollars and cents

Yet, apart from the discussion of profits realized and goals achieved, in talking to David Small one gets a sense that there's more behind his business plan—a true love of bowling, combined with a real appreciation of how BES X has helped him share that love with the people of Noblesville.

***“It’s not just making X’s and dashes,” says David. “It’s creating memories. If I see a little boy or girl with a big smile, giving me a big hug and saying ‘thank you,’ that’s what it’s all about for me.”***

### BES X offers—

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



See what BES X can do for your center

Contact a QubicaAMF representative today

1-800-888-BESX - ExperienceBESX@qubicaamf.com

www.QubicaAMF.com

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