



CONQUEROR **XRM**  
EXPERIENCE RELATIONSHIP MANAGER

ONE SYSTEM FOR  
THE ***ULTIMATE CONSUMER JOURNEY***





## CONQUEROR XRM EXPERIENCE RELATIONSHIP MANAGER

Introducing – the Conqueror Experience Relationship Manager (XRM) – an expanding suite of marketing technology and tools that empower you to create the **Ultimate Consumer Journey** through your business! XRM brings the most important elements to elevate every touchpoint you have with your customers – before, during, and after their visit.

It's **one system** where everything works together across all of Conqueror X and the entire Making Bowling Amazing Ecosystem. No longer will you need to juggle different systems from a variety of providers. Having everything designed to work seamlessly together makes the complex, simple, for you and your customers.

Consumer demands of service and technology are extremely high and XRM delivers by **maximizing convenience** for your customers at every turn. They can find the right programs and entertainment for them, conduct transactions that are a breeze, and enjoy loyalty that is truly rewarding. And importantly, XRM **provides them the control** of their experience that they expect and deserve so that they can have it their way.

## ONE SYSTEM FOR THE ULTIMATE CONSUMER JOURNEY



For you, XRM is truly executable. Everything is **turnkey** and puts you in command of your offers, programs, and campaigns. It provides your center with a **highly automated** way to communicate, promote, **continuously upsell** take bookings and orders, and reward your customers. XRM does the work so that you and your staff can stay focused on taking care of your guests.

Positively influence customer behavior, deliver better service, engender fierce loyalty, drive more visits, and increase spending throughout your business with the Conqueror Experience Relationship Manager.

## CONQUEROR WEB – *Now available!*

The new Conqueror Web module is the only booking tool designed to drive bowling entertainment and help nudge guests to spend more in your center. At the core of the new system, you can create Web Offers that feature unique bowling content, packages, bundled activities and more. Far beyond simple booking, guests can see all of your programs making it easy for them to buy-up by finding their perfect bowling experience.

Conqueror Web makes it easy to showcase food and beverage, activities and non-bowling extras. You can even tailor add-on options to match with web offers, so guests can quickly find complementary items that add to their average spend before they've even walked in the door.

To meet the needs of a wide array of bowling and entertainment businesses, Conqueror Web is highly customizable. Centers can select from a variety of visual themes that can be tailored to match their existing website and brand. And smart lane groups, automatic lane assignment, and optional service fees and deposits all ensure alignment with your business and operational needs.



## CONQUEROR KIOSK *Coming Soon!*

Make the Conqueror Kiosk the first touchpoint for your customers when they arrive. Check in for reservations, explore programs and pay for bowling and extras, order food and beverage and more. The Kiosk is the perfect way to showcase your offerings and upsell your customers to play and spend more. It can help reduce lines and wait times. And it provides an easy self-service experience that customers want and puts them in control. Plus, it's an excellent chance to help you redeploy center staff from traditional transaction tasks to other areas of customer service.



## CONQUEROR MOBILE APP *In development!*

Put the ultimate convenience in the hands of your more frequent customers with the Conqueror Mobile App. They'll be able to manage every aspect of their journey through your business including receiving promotions, booking and ordering, loyalty program perks, VIP check-in, payments and virtual wallet, and more.



## CONQUEROR LOYALTY *In development!*

Reward your customers for their purchases, through promotions, and for special achievements as they buy and play in your center. Highly configurable to match your business and vision. You're in control of points and offers, redemption value, perks, and more. Even offer VIP elite tiers to encourage even more spend and recognize your most valuable customers.



## CONQUEROR CAMPAIGNS *In development!*

Provides you with a highly automated way to communicate, promote and influence the behavior of you customers by leveraging your extensive data on visits, spending, scores, and more collected within the Conqueror X ecosystem. Using an easy, templated approach, you can enable promotions from the general to the highly targeted that run automatically as your customers interact with your business.



ONE SYSTEM FOR THE ULTIMATE CONSUMER JOURNEY



COME AND SEE THE VISION, AND TAKE THE FIRST STEP OF THE JOURNEY WITH US...

# QUBICA AMF

MAKING BOWLING AMAZING



## CONQUEROR X



**CONQUEROR OPS**  
CENTER OPERATIONS MANAGEMENT



**CONQUEROR POS**  
POINT OF SALE



**CONQUEROR XRM**  
EXPERIENCE RELATIONSHIP MANAGER



**CONQUEROR BEX**  
BOWLING ENTERTAINMENT EXPERIENCE



CONQUEROR CLOUD



CONQUEROR QPAD



CONQUEROR LANE MANAGEMENT



CONQUEROR SEAMLESS TRANSACTIONS



CONQUEROR ORDER MANAGEMENT



CONQUEROR GUEST MANAGEMENT



CONQUEROR CASHLESS



CONQUEROR REPORTING



CONQUEROR WEB



CONQUEROR MMS