

CONQUEROR MAXIMIZATION INSIDER

PRODUCT UPDATE:

Peak Time System Preparations

If you want to deliver those memorable experiences, leverage your products and systems to assist in serving the customers in the manner in which they expect and delivering unforgettable experiences, even when staffing is a challenge.

Customers are seeking convenience, value and an experience that offers something for everyone. When these expectations are met, or exceeded, customers are willing to pay top dollar and centers will gain a loyal customer for years to come.

Planning and reserving events online is an expectation of today's customers. It's no secret customers are impatient and will likely go elsewhere if they want to plan an event and can't do so when they are ready. **Conqueror Web** makes it easy to accommodate customers at their convenience. Make sure to offer a variety of the most popular center offers to appeal to all types of customers. Remember to keep the center website easy to navigate, up to date and easy to understand as now web reservations can often be the customer's first impression of the center. Don't hide online reservations or make the web offers difficult to understand.

Another way to make customers happy is to make it convenient for them to check in when they get to the center for an event. Whether it is a VIP check in area at the customer service desk or a **self-service Kiosk**, they will love not having to stand in line—a sure 'Wow' factor!

Utilizing **Advance Reservations** to set up and track events makes it easy to stay on top of all the details that make events memorable and easily executed without issues. Having all the event details captured and entered into the system in advance makes it easier for staff to deliver exactly what the customer is expecting. It's easy to go from meeting expectations to exceeding them when everything is at your fingertips, all while making it less stressful for employees.

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Taking dvantage of the many features the center offers to create memorable experiences easily turns happy customers into your best advertisers. Word of mouth advertising and user generated content that is so freely shared on social media can make this year’s busy season the best ever. Evaluate your programs and promotions and be sure to feature your unique selling points and utilize them to attract new customers. The [Marketing Resources Library](#) offers a wealth of inspiration and collateral to help you incorporate a little extra excitement into your busy season and is conveniently located in the QPortal.

Perhaps the center could use a little help preparing for the busy season. Schedule a private one-on-one [Marketing consultation](#) where you can talk through your specific marketing woes or brainstorm new ideas with a QubicaAMF subject matter expert on a topic that matters to you.

Start planning now to make this the best busy season yet by delivering amazing experiences to every guest!