

CONQUEROR MAXIMIZATION INSIDER

PRODUCT UPDATE: Conqueror Web Benefits

From its core, Conqueror Web is built to provide maximum flexibility for your operation, giving you and your staff the ability to sell more, do more, and be more efficient in your center's operation. The vision included seven key elements that helped define the attributes and characteristics of the Conqueror Web platform. Two of the most important keys to success included concepts that are easy to understand and key to providing optimal customer service: **'Never say no'** and **'Sell what your center sells!'**

Unlike typical bowling and entertainment booking sites that act as search engines to check if a particular day and time are open, Conqueror Web is designed to ensure that your guests can always find an offer that's right for them based on their selections and group size. And in the spirit of never saying no, Conqueror Web offers up suggestions when someone's first choice isn't available. This keeps your customers from getting frustrated and giving up. They don't have to keep trying different combinations to find a time that works – **the system does the work for them** so that they can get to the important part of booking, paying, and joining you for fun. Besides helping customers book an adjacent time if nothing is available, this concept also helps your center 'fill in the blanks' per se – booking slots that may not have been a customer's first choice and ensuring maximum coverage and capacity throughout your day. More bookings mean more dollars!

Conqueror Web is also designed to sell bowling, food and beverage, and other attractions online in the same ways that you sell them from behind the counter. Conqueror Web is flexible, allowing you to easily sell games and game packs online, time bowling by the lane, and unlimited bowling by the player as well. Guests can see all available options and offers on the screen side-by-side to help them make the best, most informed decision for their group (which is perfect for driving guests to specials and higher spend packages). It's hard to believe, but some centers have seen exponential year-over-year growth of more than 1000% when they transitioned to selling the exact same offers online with Conqueror Web as they do in center!

The benefits don't stop there when it comes to Conqueror Web. 24 hours a day, 365 days a year, Conqueror Web works hard to support your business and sell lanes in your center to make your center reservations more efficient and make you more money!