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**Hannah Landrum, Assistant Manager**  
Tangi Lanes, Hammond, LA

**24** bowling lanes  
Bowling, golf simulator, arcade, snack bar

## Best Decision for the Business

Tangi Lanes, a family entertainment center features bowling, a golf simulator, arcade, snack bar and much more. Hannah Landrum is their Assistant Manager and Executive Director of Louisiana Bowling Proprietors. In January 2023 Conqueror Web & Kiosk were installed and Hannah says it was one of the best decisions that they've made for their center. "The support and loyalty that you get from employees at QubicaAMF is just next to none," Hannah states.

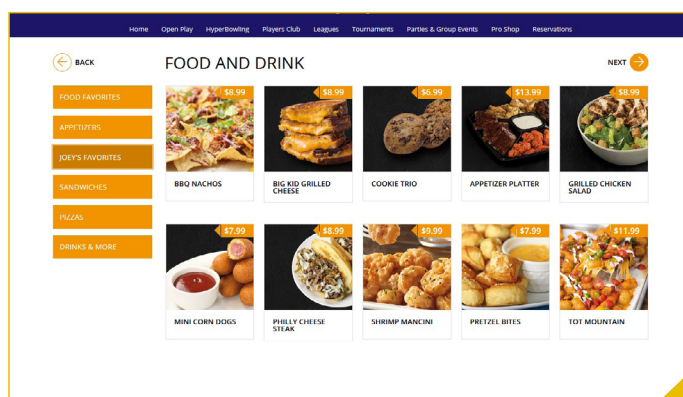
### **The Challenge:** Streamlining Processes

Tangi Lanes had used another company whose product did not integrate with their system, so they were handwriting reservations down in a schedule book and calendar. They needed an automated system. Also, during busy times, they were seeking a way to streamline processes for staff and better serve guests by lowering wait times for food and lanes.

### **The Solution:** Better Overall Experience

Conqueror Web provides Tangi Lanes an automated solution that eases guests' reservations. Customers can book their entire bowling experience and pay up-front, plus pre-order food and beverages.

Their Kiosk is near the center entrance, and it frees up the flow as it encourages customers to check in, book their own lanes, and order food upon arrival, relieving pressure on their front desk and reducing wait times.



### **What Conqueror Web & Kiosk Do:**

- Reduces wait times because guests can reserve lanes ahead of time
- Frees up staff to take on other center duties
- Increases guest spend with appealing visuals
- Staffing the center is made easy



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## **The Results: Streamlining Every Aspect of the Business**

### **Easy Suggestive Selling**

Conqueror Web makes it easy for centers to offer and guests to purchase packages and extras for a party, event or group. Currently, 95% of lane reservations are through Conqueror Web, birthday party revenue is up threefold, and 60% of birthday parties, specials, and add-ons are booked through Conqueror Web & Kiosk. Tangi Lanes can change what they offer and their pricing at any time. They did re-package some of their offerings, increasing prices and revenue, but adding value for the customer. "We would never have thought to do that without Conqueror Web," said Hannah.

Kiosks are always upselling, using smart suggestions and appealing visuals to encourage customers to purchase more bowling, activities, products, and food & beverage. Hannah cautions proprietors not to leave money on the table. "When people see a full array of items available to buy, they're going to add them. I've had people add eight pairs of socks for a bowling reservation a week out."

### **Get Ahead of the Game**

"I don't have to sift through 100 emails plus a week to say, this is a reservation," Hannah said. It's booking made simple as everything is automated with Conqueror Web, lanes, shoes, and food can be booked before customers come through the door, center staff can stagger reservation times, anticipate nightly volume, and have food orders prepped ahead. Staff spends less time answering calls and emails, instead they can focus on creating an amazing in-center, guest experience.

### **Multi-tasking at its Finest**

Kiosk allows staff to handle multiple tasks in-center. Hannah says when they have a line out the door, employees direct people to check in for their lanes at the Kiosk. It automates and speeds up the process. Staff is freed up to take care of other tasks such as cooking & delivering food orders, handling any guest issues, and anything else that needs attention. "Kiosk is like having an extra staff member," Hannah states.

### **Exceeding Customer Expectations**

With Conqueror Web, customers can pick and chose when they'd like to bowl and know that their lane is booked. No waiting around the center hoping for a lane during busy times. For guests that do come into Tangi Lanes, Hannah mentioned their wait times to get lanes booked has been cut in half with Kiosk.

Customers can look at various food & beverage options, see the delectable pictures of what they're ordering, input their order and the food delivery is quick and efficient. "Another really big benefit, is when we're busy in the snack bar, people don't want to wait in line. They can just walk up to a Kiosk, order what they want, exactly how they want it."

### **Top Benefits**

For Conqueror Web, Hannah mentions the whiteboard has been a game changer for staff. They can see who is coming in, at what time and on what lane(s). For Kiosk, it's the increase in revenue and ease of operations.

Hannah's advice for center's considering Conqueror Web & Kiosk is to take advantage of the revenue-generating opportunities these solutions provide. By including such things as packages, food & beverage, arcade games, bowling products and other add-ons, customers will see them and buy them. "The more that you have available to your guests, the higher your tickets are going to be," she said.



What are you waiting for? It's a no-brainer. Your revenue is going to increase. Your ability to help your guests is going to be better. Your service overall is going to be better. It's a program that's beneficial to you that literally will pay for itself. - *Hannah Landrum, Assistant Manager of Tangi Lanes and Executive Director of Louisiana BPA*



## **Is Conqueror Web & Kiosk the Perfect Fit for Your Center?**

To learn more visit: [www.qubicaamf.com/web-and-kiosk](http://www.qubicaamf.com/web-and-kiosk)

