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★ **32** ★
Bowl Thirty Two
NOBLESVILLE

Dave Small, President
Bowl 32, Fun Times Centers
Noblesville, IN

32 bowling lanes
Neoverse, mini-golf, laser tag, axe throwing

Conqueror Web & Kiosk Propels Business Forward

Bowl 32 is a large family entertainment center with multiple attractions and 32 lanes of bowling. Their other attractions include mini-golf, laser tag, axe throwing. In this very busy center, they also utilize Conqueror Web and three Kiosks to streamline operations. Dave Small is the President of Bowl 32, Fun Times Centers.

His was one of the first centers in Indiana to take advantage of and use Conqueror Web Reservations.

The Challenge: Day-to Day Planning

Dave was looking for predictability in their day-to-day operations, so they could anticipate guest attendance numbers, food and beverage revenue and staffing needs. Bowl 32 sought a more solid way to plan for the needs of the business, efficiently manage operations and inventory, all while creating a fantastic guest experience.

The Solution: Enter Conqueror Web and Kiosk for the Ultimate Bowling Experience

Conqueror Web makes lane reservations easier for staff and guests alike. Staffing the center is now so much easier as Dave can see ahead of time where to deploy staff. Kiosk delivers a better experience for guests by allowing them to easily place food and beverage orders, plus order bowling products.

What Conqueror Web & Kiosk Do:

- A seamless in-center guest experience
- Ultimate control over costs & revenue
- Deploy staff efficiently where needed





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The Results: **Game Changer for His Business**

Best Money Spent

Dave is impressed with the ability to use Conqueror Web & Kiosk as reservations and inventory management tools to see the revenue coming in. "Putting in Conqueror Web was simply amazing. I mean, it's the best \$200 you can spend a month. We average about \$60,000 a month through Conqueror Web bowling reservations. And we sell out a week in advance. It really changes the game because your customer is already checked in. They've already paid. Cashflow is in the system."

Makes Staffing a Breeze

With Conqueror Web, center staffing is easier because proprietors can see the day-to-day needs; who is needed and where. Dave shared, "We know what's coming for the business and we're able to act accordingly and staff accordingly to make sure that each part of the business is well taken care of for each time period." The staff also know what to expect because they have an idea of the number of guests coming in and when. Employees can concentrate on guests instead of tasks that are now automated.

Location, Location

Bowl 32 changed their strategy by moving the Kiosks around. At first, they were spread out over the center, high end, low end, middle. However, the Kiosk in the middle received 80% of the business. After changing course and putting two Kiosks adjacent to the café and one as guests walk into the center, their food and beverage checks started to go up. "With an increase in total volume of around 15% in the last few months. We never had an output issue; we had an input issue," Dave said. "The Kiosks relieve tremendous pressure on our input of orders and give our customers about a 30% less wait time on their F&B."

Easier Guest Experience

It's so easy for guests because they just go to their phone or personal device and push a few buttons, next they've got a lane, and they're booked and have their food orders in. "Kiosk's a big change for us and for our guests," Dave admits. "But most importantly, it's a huge change to our cafe and snack bar. People don't have to stand in line, get out of line to go bowl. It really shortens the process of the input of orders and speeds up our output of food and beverage to guests."

Customers eat with their eyes and visually appealing pictures of menu items can be uploaded into Kiosk, tempting guests to buy. "It's extremely easy and our customers actually see what our product looks like when they touch the screen, which is huge."

Biggest Benefit

Dave mentioned that the biggest benefit of Conqueror Web & Kiosk is being able to see the business as a whole. In that way, Bowl 32 is able to prepare for the day-to-day business. Dave also likes the idea that components of the bowling experience are booked and paid for!



Absolute game changer!
If you don't like money,
you don't need it. - *Dave Small*



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

To learn more visit: www.qubicaamf.com/web-and-kiosk

