



**CONQUEROR
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Stacy Anderson, Owner

Let it Roll Bowl & Entertainment Center,
Phoenix, AZ

32 bowling lanes
Bar & restaurant
Arcade

Conqueror Web & Kiosk-They Tried it, Liked It & Added More

Let It Roll Bowl & Entertainment Center is a successful bowling center in Phoenix, AZ. In addition to bowling, they have a bar and restaurant and do a brisk party and events business. Starting with one Kiosk, Owner, Stacy Anderson and his guests liked it so much, he now has three! One Kiosk is at each end of the center, and another is centrally located. They use Kiosk 100% of the time for restaurant sales. With Conqueror Web, customers have an easier experience since they can schedule their times to bowl, pre-order food & beverage and add-ons.

The Challenge: Streamlining Operations

Let It Roll Bowl was seeking a better way to schedule staff based on the number of expected guests. Owner, Stacy Anderson also sought to further improve the guest experience, push in-center efficiency and increase sales.

The Solution: Automation = Efficiency

With Conqueror Web, Let It Roll Bowl guests have an easier experience since they can schedule their times to bowl, pre-order food & beverage and add-ons. Kiosk allows staff to concentrate on the customers delivering food and excellent customer service.

What Conqueror Web & Kiosk Do:

- Conqueror Web & Kiosk deliver customer excellence and convenience
- Visually impactful displays on Kiosk drives sales
- Ease of staffing with Conqueror Web

The Results: Gives the Ultimate Control Over His Business

Immediate Benefits

Stacy emphasized while Kiosk has many benefits including easing the staffing budget and increasing sales, Kiosk is not there to replace people. "It's really to enhance the experience for your guests. That's why I purchased it. I purchased the first one and I saw the immediate benefit."





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Sales Increase

"Web and Kiosk contributes to our overall sales but particularly in the restaurant, where sales are up 25-35%," Stacy said. Web enables customers to pre-order items before they arrive and with Kiosk, they see a full spectrum of menu items and are tempted to buy what they see. "It gives us an opportunity to focus more on delivering of goods to the customer."

Staffing & Scheduling Made Easy

Conqueror Web & Kiosk has addressed the staffing and scheduling issues. "Staffing-wise, it's been great," Stacy explains. "I'm going to tell you, I have not had one of my Kiosks call in sick, late, and I don't have one that has an attitude. Our Kiosks are consistent and I love them."

As far as scheduling lanes, "I know how to build my schedule for the week because with Conqueror Web, it just automatically populates on the whiteboard. You know that when you come in 20 lanes are already booked. I mean, it's the most phenomenal thing."

Customers Love It

Their customers also love the three Kiosks! "All the feedback from our customer base has been, this is exciting. Wow, this is great. I come in here, I can order quickly. I can take care of my reservation," Stacy said. He also mentioned how everything is accurate and accountable to guests because they are inputting their own information.

Biggest Benefit

Better serving customers in a more efficient way has been a huge benefit for Let it Roll Bowl. Overall sales are up and because of the automation of Kiosk and Conqueror Web, Stacy's staff are freed up to care for guests. "When you can increase service, the sales come and these systems have led to a lot of opportunity."



Don't miss out on this opportunity. When you look at the overall picture, it's a very small investment with a very big return. - *Stacy Anderson*



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

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

