

CONQUEROR



Tim Pfeifer, District Manager
West Pike Bowl, Canonsburg, PA

20 bowling lanes
QubicaAMF ten pin bowling
Arcade, full-service bar/restaurant

Conqueror plus Square Payments Delivers a Seamless Integrated Customer Experience

West Pike Bowl is a premier bowling center nestled in the heart of Canonsburg, Pennsylvania. They offer guests 20 lanes of ten-pin bowling, a cashless/ticketless redemption arcade, and a full-service bar/restaurant at Otto's Pub.

The Challenge: Fragmented Payment Systems

West Pike Bowl needed to update their payments solution. Their standalone credit card processor was not integrated with their Conqueror X bowling management software, and they wanted a solution that spanned their bowling service and food and beverage transactions. The District Manager of West Pike Bowl, Tim Pfeifer, shared that they needed an updated payments solution with an easy staff interface that delivered a great customer service experience.



We really want to have a seamless integration between our food and beverage service and our bowling service. - *Tim Pfeifer*



The Solution: Conqueror plus Square Payments

Once West Pike realized that they could have a single, easy to use payment solution across their bowling and food and beverage service, it made their decision to move forward with the Conqueror plus Square Payments integration easy. "Their processing is incredibly fast compared to all the other credit card machines that we've used," says Pfeifer. "And it speeds up checkout. It speeds up when we split checks and have to run multiple cards." West Pike Bowl has benefitted from the simplicity of the Conqueror plus Square system and the ability of customers to take control of their payment experience. "It's super simple. It's wireless. You just hand customers the terminal. They do everything on their own."



Conqueror plus Square Payments from QubicaAMF provides:

- Simple, seamless integration and support from QubicaAMF and Square
- A single payment platform enabling seamless transactions
- Fast processing speeds resulting in quick checkouts
- Greater business visibility with consolidated reporting and analytics

The Results:
Simple, Quick, and Easy Integration
for a Seamless Payment Solution

"Really the process of integrating is very simple," says Pfeifer. "The instructions provided by QubicaAMF are unbelievably easy. It's just step, step, step, done. And at that point, the speed of it is tremendous. It's a quick, easy transition. Setting everything up with Square is super easy as well. It's a pretty seamless thing."

Fast Processing and Quick Checkouts

West Pike making the move to Conqueror plus Square Payments, sped up their checkout process. Tim Pfeifer explains, "it's really helped us after leagues completed on a Saturday evening...to turn those lanes over quicker because we're able to cash folks out and get their bar tabs squared away and get them off the lanes and get the open play guests out quicker."

Greater Visibility in Reporting

With consolidated reporting and analytics, West Pike benefited from the additional visibility and insights to make better decisions. "The reporting in the dashboard is fantastic with Square," says Pfeifer. "There's a lot of in-depth reporting that we've seen from using the point-of-sale side of Square that is just great for analyzing what we're doing."

Tip Prompts

The process of tip prompting has helped staff morale and engagement with guests at West Pike Bowl. Pfeifer shares, "Our employees feel like they're being rewarded for good work because the folks are given that option right in front of them."

Guests Control Their Checkout Experience

The customer facing aspect of the Square terminals has also impacted the guest experience at West Pike Bowl for the better. "The guests like that they don't have to hand their credit cards over anymore to us. They really like that they can just do everything on their own." Giving control to the customer for their payment has led to a better and faster customer checkout experience.



It's super simple. It's wireless. You just hand customers the terminal. They do everything on their own. - *Tim Pfeifer*



Is Conqueror plus Square Payments right for your center?

To learn more visit: www.qubicaamf.com/conqueror-plus-square-payments

