

CONQUEROR



**PERFECT
GAME**
BOWLING * ARCADE * LASER TAG

Michael Shearer, Owner
Perfect Game, Farmington Hills, MI

QubicaAMF ten pin bowling
31 bowling lanes
50 game arcade
3,700 square foot laser tag court
Dining room and bar

Conqueror plus Square Payments Simplifies Operations & Provides a High-Quality Customer Experience

Perfect Game in Farmington Hills, Michigan is a 37,000 square foot family entertainment center (FEC) offering Metro Detroit patrons the best in entertainment. It is owned and operated by the father and son team of Simon and Michael Shearer. Guests can enjoy 31 lanes of ten pin bowling, a two-story, 3,700 square foot laser tag court, an arcade with over 50 games, and classic cocktails and craft beers from their bar and signature dishes from their kitchen. Perfect Game also has a private event suite with seven lanes of bowling and a bar for corporate events and birthday parties.

The Challenge: Better Business Oversight and a Seamless Customer Experience

Perfect Game was spending too much time on their backend processes, and they were looking for more insight into their business via analytics and reporting. Slow credit card processing was a common problem for staff, which was also a frustration for customers. Perfect Game was looking for a payment solution that included better insights into the business, was quicker and easier for staff, and delivered a better customer experience for guests when paying for their bowling and food and beverages.

The Solution: Conqueror plus Square Payments

Since integrating Conqueror plus Square Payments, Perfect Game spend less time on their backend process, and have better business reporting; "The dashboard that Square uses, all the reporting is so much simpler. And the connection to QuickBooks, it's just a time saver," said Michael Shearer. From a staff perspective, guest interactions have become easier, since the Square terminal is customer-facing, they no longer need to hand over their credit cards, reducing risk for the center. On top of that, "The seamless nature and reporting from Conqueror plus Square brings big benefits to Perfect Game league bowlers," says Shearer, "in that we can develop a better relationship with our league bowlers, knowing when they come in, and what they order."



Conqueror plus Square Payments from QubicaAMF provides:

- Simplified back-end processes and greater business visibility
- Improved operational processes and customer interactions for staff
- The ability to deliver a high-quality customer experience

The Results:

Simplicity for Proprietors, Happier Staff, and High-Quality Customer Experiences

Ease of Integration

The transition from a traditional credit card processor to Conqueror plus Square is seamless. As part of the QubicaAMF and Square partnership, Square will work with each QubicaAMF customer individually to establish an account with terms and devices custom to fit each center's needs. The QubicaAMF Customer Support team provides a simple step-by-step process to connect the systems and is available throughout and after the integration.

Save Time with Business Oversight and Reporting

"From an ownership perspective, the amount of time that you're about to save is unbelievable. I think that the simplicity of the Square platform is a huge bonus. And again, to have all of your payments across all the different platforms that exist now, meaning Web Res, Kiosk, Front Desk, everywhere that you can pay, to have that all in one place, it simplifies everything. It's going to save you time as a proprietor."

Enhance Staff Experience and Customer Interactions

"Your staff are going to be way happier with the Square integration," says Michael Shearer. "You know, the credit card processing is obviously much faster, but we've seen an increase in tips for the staff, because of the way that the checkout process works and the prompting for tips so the staff is happier."

Deliver Customer Excellence and Drive Relationships Through Visibility

Take care of your customers and develop better relationships via the Square Dashboard: "If you have league bowlers that are here every single week, they treat it like their country club and they're gonna come in at the same time, every day they're gonna order the same thing...And once you have that information, the customer experience that you can drive starts to just almost go exponential. It's not just about knowing their name anymore. You have what they like and what they order right at your fingertips. So that's been huge."



The benefit of integrating Conqueror plus Square Payments and moving forward with it in your business is threefold...it's going to simplify your back-end processes, it's going to make your staff's life much easier, and your ability to deliver a high-quality customer experience is going to go through the roof. - Michael Shearer



Is Conqueror plus Square Payments right for your center?

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

