

HARNESSING THE POWER OF AUTOMATION TO IMPROVE THE GUEST—AND STAFF—EXPERIENCE

Software automation has the potential to provide better experiences for both customers and staff, even though the needs, motivations, and desired outcomes of each group may differ. The ideal software solution addresses the requirements of both these audiences.

Brunswick leads the bowling and FEC industry in developing automation solutions that improve the customer experience while making life easier for staff and owners—and increasing profitability along the way.

CONSIDERING GUEST NEEDS

Customers have come to expect convenience and value from automation. Whether they walk up to a kiosk in the FEC or log into your center's app on their smartphone, they expect the technology to make their experience easier, faster, and more seamless. And they may be willing to pay more for a more memorable, personalized experience.

Think about the last time you traveled. When you booked your flight, you may have opted to choose your own seat. You were taking advantage of an easy, automated process to create a personalized experience—and you may have been willing to pay more for it.

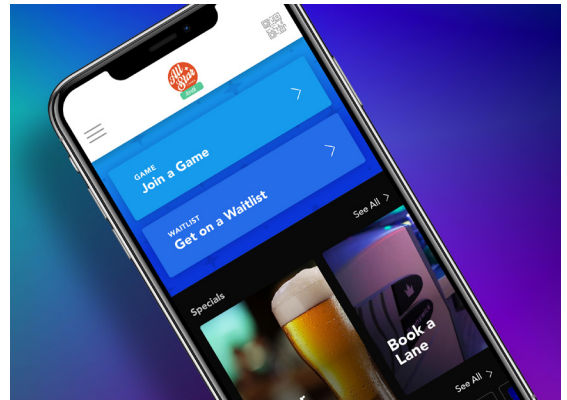
Perhaps you ordered an Uber or Lyft on that same trip—the ultimate in a seamless process. All you had to do was enter your information, receive status notifications, and hop in and out of a car. It's an easy, fast, seamless way to get around an unfamiliar city.

Certainly there are cases of automation overkill. You're not going to appreciate multiple text messages requesting you fill out gratuitous forms before a dentist appointment. (It's an experience you're already dreading—the last thing you need is automation that makes it more frustrating.) But when used correctly, automation is key to meeting or exceeding customer expectations.

CONSIDERING STAFF NEEDS

Just like the rest of us, your staff spends an average of 5.75 hours a day (if not more) on their smartphones. They use technology to do their banking, book movie tickets, or change an appointment. On the job, they expect technology to eliminate bottlenecks and automate boring or stressful tasks.

Automation should streamline operations to the point where staff don't need to stress over things like order accuracy but rather can concentrate on delighting customers through fantastic service. When bottlenecks and boring tasks are eliminated, staff are more likely to provide friendlier customer service. And when you eliminate stressful, repetitive tasks, you're more likely to retain valuable employees.



SYNC MAGNUS AND SERVICE KIOSK MEET GUEST AND STAFF NEEDS

Sync Magnus, Brunswick's latest update to **Sync Center Operations**, revolutionizes the guest experience with on-demand services that create a personalized in-center journey. With Sync, the entire bowling purchase process is automated, from taking an online or in-center Sync Kiosk reservation through sending waitlist updates to issuing the lane when it's ready and moving guests to and from different attractions. The system's real-time attraction capacity monitoring allows staff to make accurate decisions on guest placement, all on one easy-to-use screen.

The **Sync Kiosk** gives customers immediate access to specials ads and menus, minimizes wait times, optimizes ordering, enhances accuracy, and provides strategic upselling, using captivating digital displays to attract customers. By handling tasks equivalent to 2-3 staff members during peak times, Sync and the Sync Kiosk free up front desk staff to concentrate on providing an excellent guest experience.

Sync's **Digital Waivers** feature lets customers scan a QR code and then sign the waiver on their phone, reducing potential bottlenecks at the Kiosk.

OrderNow satisfies customers' desire for instant gratification and self-service with a highly visual and interactive menu available on the Sync scoring tablet. Guests can send text messages to the front desk when they want a server to come to their lane (or if a ball is stuck). OrderNow makes it convenient for guests to order and reorder on-demand and allows staff to focus on guests.

With **OpenLane** custom mobile app, your customers can make their experience their own while in your center. Users can sign on to wait lists, track and share their score achievements, and access specials and coupons.

SYNC MAGNUS DELIVERS ON THE PROMISE OF AUTOMATION

Sync Magnus was developed through a unique collaborative approach with proprietors and continues to revolutionize the bowling industry with its advanced technology. Sync's cutting-edge platform and automation features empower FECs to address operational challenges and drive bottom-line growth by meeting the expectations of both guests and staff.

Harness the power of Sync to improve the guest experience and streamline staff operations at your center.

LEARN MORE AT [BRUNSWICKBOWLING.COM/SYNC](https://www.brunswickbowling.com/sync)