

Success With...

BRUNSWICK'S SYNC SERVICE KIOSK

Keep customers happy and the food and beverages flowing

By Corrie Pelc

Staffing shortages continue to be a problem for all industries, especially the service and entertainment industries. Excellent customer service is only possible when there is enough staff to meet guests' needs.

Staffing shortage is one of the reasons why Bill Diamond, president of Grand Prix New York Racing LLC, decided to install Brunswick Bowling's Sync Service Kiosk in his bowling center.

"In today's business climate, it just makes sense," he added. "It is becoming increasingly difficult to hire staff, and hourly rates keep rising when you do find staff. The kiosk feels like a natural evolution for a casual venue like Grand Prix New York. And it does a superb job. We have had absolutely zero customer complaints with it."

Diamond reports the kiosk makes food and beverage orders so efficient he no longer needs servers for bowling lanes or restaurant tables. "We used to have two to three servers on staff per shift," he says. "With the kiosks, we've eliminated table service. We still run food to lanes and tables, but customers place all orders at the kiosk themselves."

And even with less staff, Diamond says the kiosk streamlines the ordering process and dramatically improves customer service. "The restaurant has gone from one of the more difficult operations of our venue to one of the easiest to manage," he adds. "[The kiosk] is [absolutely a] no-brainer — customers don't have any problems with them. If you don't have a kiosk, you will within the next two years."

Brunswick
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Increased Convenience and Accuracy

At Stars and Strikes, director of marketing Lauren VanBuskirk says they decided to install Sync Service Kiosks in all 15 of their locations to assist with staffing shortages and allow guests to order food and beverages at their convenience. "The convenience for your guests to be able to order when they're ready, in addition to taking some of the staffing burdens off of you, is a win for everyone," VanBuskirk explains.

The kiosk also provides photos of all menu items, which helps boost sales, says Caleb Wisterman, senior regional manager of front-of-house and bar operations for Stars and Strikes. "We eat with our eyes

first, so seeing what they are ordering on a large screen helps convince the guest to order," he continues. "We have seen increases in those last-minute add-ons like bottles of water. As guests check out, a pop-up will ask if they'd like to add [a bottle of water] to their cart."

Wisterman reports the kiosks help each location ensure more orders are 100%

correct. "When a guest inputs their order, they can modify the order exactly how they want it made before submitting their order, ensuring it's right," he says. "If ordered through a team member, you always have the possibility of them misunderstanding a guest or inputting an order incorrectly. We are cutting out the middleman with the kiosks and other technology, so the order goes directly from the guest to our kitchen."

Redeploying Staff

At Pinchasers, owner Anthony Perrone says the Sync Service Kiosk helps staff at his three Florida locations focus on being more customer-oriented regarding their food and beverage service.

"Taking orders and taking the correct orders was very staff intensive," he explains. "We could redeploy staff to delivering orders and making people happy, as opposed to just the order-taking side. So, we felt that fulfillment and making people happy with delivery was a more customer-centric process with the kiosk, unlike before."

Additionally, Perrone says the kiosk helps ensure guests stay on the bowling lane rather than standing in line to order and receive food and beverage from a bar or cafe. "Lines and people waiting around and not enjoying the environment has historically been a challenge in bowling," he continues. "The Sync Service Kiosk has allowed us to knock that down. We haven't had a line or anybody standing in line because of the technology that we have in place now. It's people doing what they paid to do, which is to bowl and have a good time."

As Brunswick promises, the Sync Service Kiosk helps your guests enjoy the fun while having premium service at their fingertips. Let the kiosk do the hard work; let your staff finesse the fun for your guests. ●

