

What's HOT & TRENDING

in Guest Experience

PUTTING GUESTS IN CHARGE REAPS REVENUE

Today's consumers aren't just comfortable taking things into their own hands; they've come to expect it. And when given an extra level of control, they spend more, play more, and return for repeat business.

Even pre-pandemic, guests embraced everything from buying plane tickets from their phones to ordering food from a counter screen at every chain under the sun.

Brunswick's Sync Service kiosk takes that principle and improves on it, allowing folks to manage all aspects of their visits, including bowling, food and beverage, game cards, and other attractions. Self-service is at the core of Brunswick's mission to help owners operate smarter and more efficiently, and it's what drives the innovations behind their Sync Service Kiosks and OrderNow interactive menus.

Center operators save time and labor while keeping customers happier throughout the process. These tech-savvy kiosks prove extra helpful in a tight job market, letting centers retain critical, multifunctional staff who are less stressed, better able to do important work, and not get burned out and pressured to upsell since that crucial feature is built into the Sync Service kiosk.

That approach extends to the OrderNow system, built right into Sync scoring tablets, letting guests order and reorder from an interactive menu with striking visuals. Customers are averaging \$27 per ticket when using Sync Service Kiosk, up from \$17 when ordering from a server or counter setup. The uptick in sales can be due to three factors: customers aren't forced to choose an item in a time crunch; they do not face judgment about what they're picking or adding to their food; they can see every item in delicious detail on the screens which lead to larger orders.



What People Are Saying



Jennifer Davis-Korn

"Sync kiosks have been a game changer in this tight labor market. They allow us to continue selling our products to customers when short-staffed and eliminate lines during peak times. Customers are immediately engaged by the sharp menu display and user-friendly interface and can easily make a purchase. It has been a win-win situation."

Jennifer Davis-Korn, 48 Bowl Inc, Lincoln, NE

"So glad we purchased Brunswick Sync kiosks! They do half the work for our servers so they can spend more time taking care of guests. Guests win with quick service, servers' time is leveraged, tips go up, sales go up, and the back-office menu build is easily leveraged to OrderNow with almost no extra work!"

Melanie Coleman, Holiday Lanes, Bossier City, LA

To experience Sync Service Kiosk or OrderNow, visit www.brunswickbowling.com/kioskdemo

Brunswick
Experience is Everything.

