



BOWLOCITY MODERNIZES WITH SYNC

Staying current with customers is on the forefront of bowling center proprietors' minds as they look for ways to keep their offerings fresh for the various audiences they serve.

The Glorvigen family, owners of Bowlocity Entertainment Center in Rochester, Minnesota, wasn't just looking to modernize their scoring; they wanted to find a solution that would act as a point-of-sale system for their facility. That's when they turned to Sync™ Scoring and Management System.

"We have always tried to stay current with our POS and scoring systems," said Erin Glorvigen, Bowlocity's general manager. "We feel it's necessary to keep up with the ever-changing market and what consumers want when they go out for a fun activity. There are so many different ways consumers can spend their money, and we do our best to keep them coming back."

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With Sync™, there was no need to compromise between fun, engaging scoring and intuitive center management functions. With its high-quality animations and games for virtually every bowler—recreational, league, young, old and anything in-between—Bowlocity had found the perfect solution in the industry's only cloud-based, POS and scoring hybrid.

For bowlers, too, Sync™ is quite literally a game-changer.

"Sync keeps our customers engaged for a much longer period of time than traditional bowling. I will often times see families playing Angry Birds Bowling, or a group of guys playing HORSE trying to out-shoot one another," said Glorvigen. "It's so easy for people to learn and use. Our touchscreen

tablets down in the bowler area were a very quick learning curve for all of our league bowlers. A couple taps of your finger and you can add or remove bowlers, change names or edit scores—it's so user-friendly. We also get a lot of positive feedback on the ability to email scoresheets automatically when guests are finished bowling—especially for our league bowlers."

Since Sync™ was installed, Bowlocity has utilized the system to run its entire facility, which includes an arcade and full-service sports bar. The center also has a robust league program, and Sync's mobile POS (mPOS) has been the perfect way to make sure bowlers are getting their orders in without missing a beat.

"The mPOS has really helped speed up the process of getting food and drinks to the bowlers on our league nights," said Glorvigen. "Overall, Sync is so easy to customize how we want it. Once you get the groundwork in it is very easy to adjust and update!"

In addition to the POS functionality of Sync™, the system's marketing and customer relationship management (CRM) capabilities have made Bowlocity's approach to remarketing intuitive and efficient.



“The built-in CRM is great! It allows customers to enter in their email address at the lanes to receive their scoresheets and opt in to our emailing list,” said Glorvigen.

With the quarterly updates Sync™ offers, proprietors can always take advantage of the latest features and offerings for both the scoring and POS functions of the system.

“The quarterly updates Brunswick offers are just continued improvements to the system and additions or changes that came from listening to feedback from proprietors on what they want to see. The best part? The updates are installed in minutes,” said Glorvigen. “While the system is an investment up front, Sync definitely has a great ROI. Brunswick really cares about this POS system and wants to make sure we’re successful in using it.”

“There are so many qualities about Sync that make bowling fresh and new again. Our number one goal as an industry is to keep people coming back through our doors, and I think Sync does a great job helping with that.”

After a major modernization project and an additional scoring modernization with Brunswick, the Bowlocity location features Sync™, Lightworx™ Pin Deck Lighting, GS-X Pinsetters and Anvilanes.

