

Imagine serving and up-selling every walk-in!



secondguest

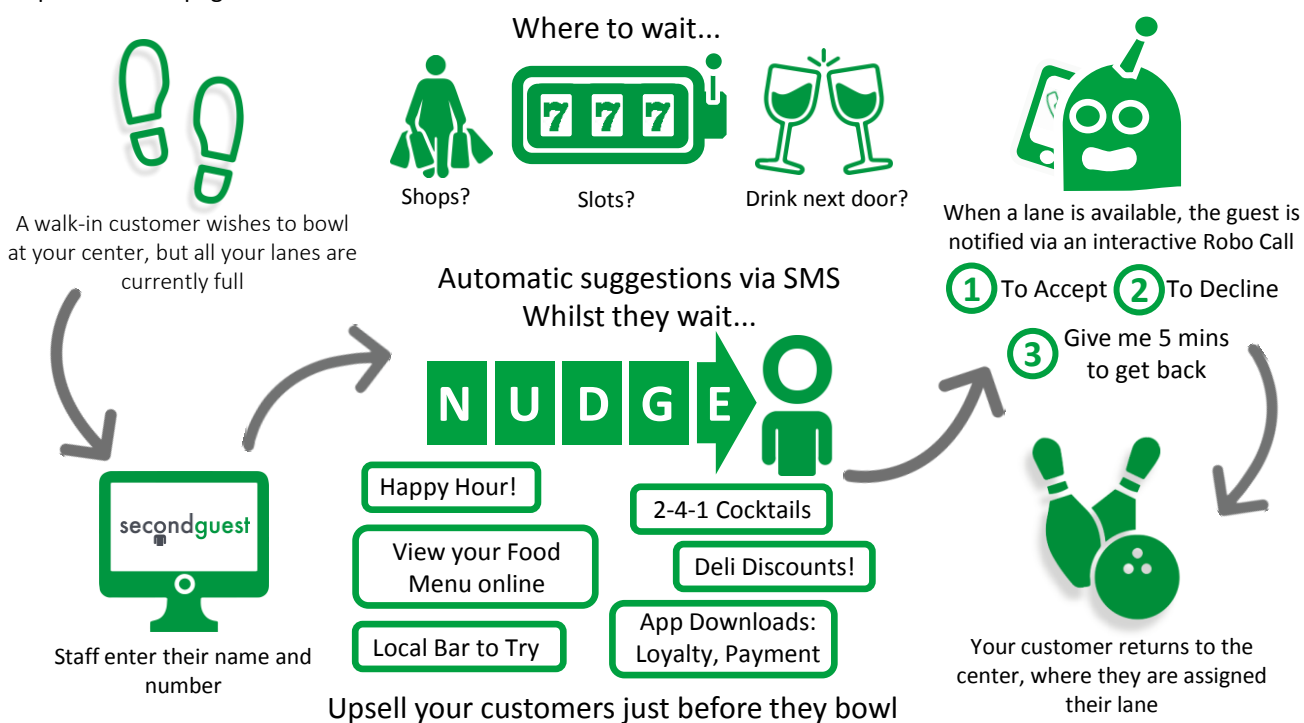
Keep your pins falling and waiting customers happy, set them free to wait in the waiting room (bar) over the road...

...or incentivise them to stay in your center

...perhaps at your deli, or in your arcades?

How it works

One platform combining; wait-list, paging, data collection and marketing that leverages your guests mobile / cell phone as the pager...



- Real time inventory management, matching guests to lanes.
- Allow the guest to choose how to spend their waiting time, or give them a nudge!
- Push registrations onto the wait-list from other channels including your website, local bars etc.
- Our robots speak multiple languages allowing you to call guests in their preferred language.

Why is Second Guest right for your Bowling Center?

Second Guest won't be used every night of the week. Instead it's for peak times; busy weekends, league night or school break when your lanes are full and wait times are long. How do you manage walk-in customers that are looking for a game during these busy periods? Worse still, how do you manage your advanced bookings that have turned up on time, only to be told that their pre-booked lane isn't available yet?

People bowl at different rates as such wait times can be long and therefore off putting. But waiting doesn't feel like waiting when you're set free to enjoy other local amenities, or given a nudge and incentivised to stay in center where your customers can spend time; in your bar, restaurant, deli, or arcades. Offer a great customer experience, lift your customers anonymity, gather valuable data, and best of all drive incremental sales to every single customer. If in doubt you can of course try Second Guest on a trial basis and experience the results first hand.

WE DON'T

WE DO

Facilitate Advance Bookings



Right Now
walk-ins and last minute phone-ins, during peak times.

Provide Pagers



Achieve the same end result and more via a Patent-Pending **Interactive Robo Call**.

Providing a wealth of data, and none of the radio paging issues.

FEATURE	BENEFIT	IMPACT
Paging	Retrieve walk-ins that you: may have turned away if your lanes were full, or asked to come back later only they never do.	<ul style="list-style-type: none"> ✓ Fill last minute cancellations ✓ Right size groups to how long a lane is available. ✓ Turn lanes faster
Phone Call	The guest will hear the phone call notification even when they're in a noisy bar	<ul style="list-style-type: none"> ✓ No more missed pages. ✓ No more holding empty lanes.
Interactive 2-way Paging	Real Time Visibility	<ul style="list-style-type: none"> ✓ No second guessing if they're coming back, you know immediately. ✓ No delay in paging the next in the virtual line following a decline.
No App required	Works instantly on every guest's phone.	<ul style="list-style-type: none"> ✓ No barriers to adoption for your guests at point of use. ✓ No delays or slow registration process at point of use. ✓ 26% of adults don't own a smart phone.
Expedited / Delayed Notifications	Guide your guests in with automated updates on their anticipated wait time versus quoted wait time.	<ul style="list-style-type: none"> ✓ Guests arrive when you have a lane available, not before or after. ✓ Guests have a pleasurable waiting experience whereby they're kept informed of how long they have to wait. ✓ No buying a drink in a nearby bar just before they're paged. ✓ No rushing to finish a drink and get back only to be told their lane's not ready.
Workflow Engine driven Contextual Messaging	Make suggestions and Up-Sell right before they bowl – "Do you want fries with that?" Add your own brand and style to the messages.	<ul style="list-style-type: none"> ✓ Increase Cross Sell ✓ Boost margins by promoting higher margin products, such as cocktails. ✓ Promote your specials. ✓ Repeat business prompted by "come back soon" offers in the event of a decline.
Stand Alone	Completely independent platform that runs in the cloud, no prerequisite software or third party systems required.	<ul style="list-style-type: none"> ✓ Runs on any web-enabled device. ✓ Runs on existing EPOS system. ✓ Runs on Tablet Computers. ✓ No internal infrastructure costs. ✓ Software that's automatically updated.
Data	Walk-ins are no longer anonymous.	<ul style="list-style-type: none"> ✓ Subsequent marketing. ✓ Surveys. ✓ Insights that will inform your planning and optimisation of your offerings.
API's	Optional Integration and augmentation with your other systems should you require it.	<ul style="list-style-type: none"> ✓ Push wait-list registrations onto your list directly from your website. ✓ Real-time data synchronisation with other systems.