

# PREMIUM EXPERIENCE PERSONALIZATION CHECKLIST

## 21 THINGS EVERY BOWLING & ENTERTAINMENT CENTER SHOULD BE DOING

Guests don't pay premium prices for bowling alone. They pay for experiences that feel special, memorable, and thoughtfully designed around their needs. Use this checklist to evaluate how effectively your center is creating personalized experiences that drive loyalty, referrals, and repeat visits.

Check each item you are currently delivering

### Guest Recognition

- ☐ Staff greet guests warmly and use names whenever possible.
- ☐ Birthday celebrants, party hosts, event organizers, and VIP guests receive special recognition during their visit.
- ☐ Returning guests are acknowledged and welcomed back.

### Know Your Guest

- ☐ The reservation process captures more than just contact information, including occasion, preferences, and special requests.
- ☐ Staff review event notes and guest preferences before guests arrive.
- ☐ Loyalty programs or guest profiles are used to remember preferences, visit history, and milestones.

### Customize the Experience

- ☐ Event experiences are tailored for different audiences such as families, corporate groups, teens, leagues, fundraisers, and social gatherings.
- ☐ Music, lighting, activities, and promotions align with the guest type and occasion whenever possible.
- ☐ Guests have opportunities to personalize aspects of their experience, from food selections to activity options and event enhancements.

### Create Memorable Moments

- ☐ Personalized welcome messages, digital signage, scoring monitor displays, or event branding are used when appropriate.
- ☐ Guests are given opportunities to celebrate achievements, participate in friendly competition, or create shareable moments.
- ☐ The center has at least one "wow factor" element that guests cannot easily find elsewhere.

### Empower the Team

- ☐ Team members are encouraged to create small, unexpected moments of delight for guests.
- ☐ Employees are trained to identify opportunities to exceed expectations rather than simply meet them.
- ☐ Guest feedback and success stories are regularly shared with staff to reinforce a guest-first culture.

### Extend the Experience Beyond the Visit

- ☐ Personalized thank-you messages are sent after parties, group events, and celebrations.
- ☐ Bounce-back offers are tailored to the type of event or guest segment.
- ☐ Guests are invited back with relevant recommendations based on their interests and previous visits.

## BONUS CHECK: LEVERAGING TECHNOLOGY THOUGHTFULLY

Technology should support personalization, not replace it.

- ☐ Your booking, CRM, or loyalty platform helps capture and organize guest preferences.
- ☐ Digital experiences, scoring systems, and immersive technologies are being used to enhance special occasions and create memorable moments.
- ☐ Tools such as BES NV and Neoverse are being utilized to deliver different atmospheres, themes, games, and experiences for different audiences rather than providing the same experience to every guest.

## SCORE YOURSELF

### 15-21 Checks

You're delivering highly personalized experiences that can command premium pricing and generate strong guest loyalty.

### 10 - 14 Checks

You're creating memorable experiences, but there are opportunities to make personalization more consistent.

### 6 - 9 Checks

Guests are likely having a good time, but you're leaving opportunities for differentiation and increased guest value on the table.

### 0-5 Checks

Start with guest recognition, preference gathering, and personalized follow-up. Small improvements can create significant results.

**Remember:** Personalization isn't about making every event bigger. It's about making every guest feel more important. Often, the experiences guests remember most aren't the expensive ones. They're the ones that felt like they were created just for them.