

# TECHNOLOGY MODERNIZATION **ASSESSMENT**

## A QUICK ASSESSMENT FOR BOWLING CENTER OPERATORS

Check the boxes that apply to your center. If you check 3 or more, modernization could significantly impact your revenue and competitiveness.

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| <p><input type="checkbox"/> <b>1. Guests Rarely Take Photos or Videos</b><br/>Your environment isn't social-media-worthy, missing out on free UGC marketing (79% of consumers influenced by UGC).</p> <p><input type="checkbox"/> <b>2. You're Competing Primarily on Price</b><br/>Stuck in price competition (\$20-30/hr) instead of experience differentiation, limiting revenue to \$5-7.50 per person.</p> <p><input type="checkbox"/> <b>3. Scoring Displays Look Dated</b><br/>Visual appeal creates first impressions - modern guests expect HD, vibrant displays, not pixelated screens.</p> <p><input type="checkbox"/> <b>4. Manual Upsells Are Inconsistent</b><br/>Missing 15-25% revenue lift from automatic extension prompts at 30, 15, and 5 minutes remaining.</p> <p><input type="checkbox"/> <b>5. Guests Leave Even When Having Fun</b><br/>No automated system to capture impulse extensions means lost game revenue + lost F&amp;B spending opportunities.</p> | <p><input type="checkbox"/> <b>6. Only Traditional 10-Pin Bowling Offered</b><br/>Limited variety means lower visit frequency. Modern systems offer 20+ environments and adaptive game modes.</p> <p><input type="checkbox"/> <b>7. F&amp;B Orders Require Leaving the Lane</b><br/>Missing 30-45% F&amp;B order increase from frictionless QR code ordering directly at the lane.</p> <p><input type="checkbox"/> <b>8. Venue Feels Like Competitors</b><br/>Without visual differentiation (BES NV, Neoverse LED walls), you blend into the crowd of standard centers.</p> <p><input type="checkbox"/> <b>9. No Posts from Parties/Groups</b><br/>Lack of "share-trigger moments" means missing the UGC growth loop that drives new customers automatically.</p> <p><input type="checkbox"/> <b>10. Can't Command Premium Pricing</b><br/>Traditional experience limits pricing (\$20-30). Tech-enabled centers generate \$15-25 per person vs \$5-7.50.</p> |
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### How many did you check?



0-2: You're ahead of the curve



3-5: Modernization opportunities exist



6-8: Significant competitive risk



9-10: Urgent modernization needed

**Ready to explore modernization options?**

Book a demo today and learn how BES NV + Neoverse can transform your center.