

BES ∞ NV NEOVERSE



Marnie Major, Director
Wagga Bowl and Entertainment Centre
New South Wales Australia
12 Lanes of BES NV and Neoverse



From Bowling Newcomers to Building a Family Legacy

Wagga Bowl and Entertainment Centre sits right in the heart of the city, surrounded by cinemas, cafés, and bars—an ideal location for a vibrant entertainment hub. What began as a learning experience for self-described bowling novices has grown into a thriving family run business operating successfully for over thirteen years.

Their customer base is diverse: families, students, working professionals, and transitional workers—many of whom have lived in major cities like Melbourne and Sydney and bowled in some of Australia's largest, most modern centers. That set the bar high for what guests expected from a bowling experience.

Challenge

Marnie explained that the team wanted to elevate their center into an entertainment venue they could genuinely be proud of—one that lived up to the expectations of guests accustomed to big city bowling. Their vision centered on creating an experience that was exciting, intuitive, and memorable, keeping guests engaged while ensuring all technology worked seamlessly together and the center could grow with customer demand. And as a family owned business, every decision had to be smart, sustainable, and capable of delivering meaningful impact. "We really want to make sure that we give our customers what they really want," Marnie emphasizes.

“It's changed the whole bowling experience for everybody. We've had great feedback. - Marnie Major, Director”

Solution

"Wagga Bowl is a family-run business, so every decision we make for the center is something that we really give a lot of thought to," Marnie states. To stay competitive and continually reinvent themselves, Wagga Bowl chose the BES NV scoring and entertainment system and Neoverse LED Wall. A decision Marnie describes as one of their best financial moves and one that has "really transformed our space."

Marnie notes the installation was smooth and completed in about a week, with minimal disruption to customers. She is also proud that they are standing out, bringing something unique to her community.

"It's really put little old Wagga on the map...taken us to new heights. We're providing something locally here in Wagga that you can't get in larger metro cities like Sydney and Melbourne. We're the first ones to do it," Marnie shares.

The Results

The results of working with QubicaAMF and adding BES NV and Neoverse make operations at Wagga Bowl easy for staff to see guests have a great experience, leading to return visits and increased revenue.

Neoverse transforms Wagga Bowl with immersive, high impact visuals and customizable themes for birthdays, holidays, and events. BES NV provides interactive games like Avatar Alley which allows guests to be part of their bowling experience. They take photos, transform into fun characters, and see themselves on the big screen right in the middle of the bowling action. Together, these upgrades position Wagga Bowl as the most technologically advanced bowling center in the entire southern hemisphere—delivering an elevated experience.

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A Strong Partnership

"Our relationship with QubicaAMF Australia–New Zealand has been absolutely crucial," Marnie states. She goes on to mention the support their center continually receives starting from the very beginning, through every step of the process. She adds that installations were smooth and straightforward. She mentions that after install, "One of the best things is they not only walked us through how everything worked but made the system feel almost plug and play." Now, Marnie and her staff have full control from the backend—able to set the mood, ambience, and themes for any occasion with complete autonomy.



Operational Improvements

BES NV and Neoverse, along with the addition of the Kiosk has maximized efficiency at Wagga Bowl. It is entertainment made easy. "It's given us a level of versatility we've never had before. We can create a new scene every day, ensuring customers always see something fresh."

Marnie mentions how Qubica Intelligence (QI) software and Kiosks streamline operations dramatically, helping her staff to "focus on other services." Guests can check in, customize their experience, and head straight to the lanes, freeing staff to focus on bar service, food, arcade maintenance, and other operational needs. This shift has improved productivity and staffing efficiency across the board.

Customer Engagement & Experience

Marnie comments that guests are now bowling longer and interacting more with the lanes and on screen features, creating a noticeably more dynamic atmosphere. Families are more engaged, kids are off their phones, and everyone participates together. Monster Factory has quickly become a standout favorite, especially among younger bowlers.

BES NV and Neoverse add other exciting benefits with versatile content, themes, and games. Marnie highlights, "We can match what our customers might be looking for. If we have a birthday party, we have birthday themes, we have Christmas themes, and we have that full autonomy to really make a new scene every day. So, when a customer comes in, they're seeing something different every single time."

Twelve of sixteen lanes at Wagga Bowl have BES NV with Neoverse and Marnie finds it interesting that customers willingly wait to bowl on the Neoverse lanes—clear proof of the value it brings.

League Bowlers Happy

Wagga bowlers are ready to compete with exclusive team vs. team games, head-to-head tournament grids, classic games, skill games, special games, and more. They appreciate the improved clarity, responsive feedback, and clean, non-distracting visuals that help improve their game.

"We have hosted a couple of tournaments, and we've had the league format up and running. They get really good feedback (on how) to improve their play. But also, it hasn't been a distraction. We were sort of worried that maybe the bright lights might form a bit of a distraction for our league bowlers, but it's been well received and it's been going really, really well," Marnie states.

Business Revenue Growth

Marnie is thrilled at the substantial impact on business performance. Customers are spending more time bowling including food and beverages, leading to an uptick in their food and beverage revenue. "We've been able to increase pricing confidently. We've got people in the lanes bowling for longer and their overall spend has increased in the center," Marnie states.

Positive reviews from customers has led to an increase in the amount of bookings across the board including for events, celebrations, and parties. "We've seen an increase in birthday party bookings. One of the wonderful things about the Neoverse is you can actually have birthday themes playing in the background as well. So, you can really make someone's experience even better for their birthday," Marnie notes.

Conclusion

BES NV and Neoverse have reshaped Wagga Bowl into a vibrant, modern, and highly interactive entertainment destination. It has boosted customer satisfaction, increased revenue, improved staff efficiency, and set a new standard for what a bowling center can offer.



It's changed the whole experience for everyone—and the feedback has been incredible. It's simply the best of the best that bowling has to offer right now. -
Marnie Major, Director



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