Case Study

Bowlmor AMF Increases Revenue and Reduces Support Calls with AhaApps Web and Mobility Solutions

BOWLMOR LANES | AMF

AhaApps

Bowlmor AMF turned to AhaApps to solve their customer and business challenges through a custom web application that could maximize the usefulness of their existing systems and seamlessly integrate with new ones.

Customer Description

Bowlmor AMF is the largest owner and operator of bowling centers in the world with 7,500 employees and 272 bowling centers. Every year, they run a special program in the summer called Summer Games to attract kids and other family members to their centers. As part of this program promotion, Bowlmor AMF has developed a website and runs a marketing campaign for this program about 45 days before the start of the summer. With the proliferation of Smartphones and rapid adoption of mobile technologies in the consumer space, Bowlmor AMF needed to keep up to their customer demands and decided to migrate to a new Point of Sale system.

HIGHLIGHTS

- 300% Increase in revenue.
- 90% reduction in support calls.
- Reduced order fulfillment time from 2 days to few seconds.
- Improved customer experience with simplified processes (from 15 clicks down to 2 clicks).

Challenge

To successfully integrate with the new Point Of Sale system, Bowlmor AMF had to address a lot of challenges facing the existing Summer Games Application. During the discovery process, we found that:

1. The user experience on the website was painfully slow which led to a high abandonment rate, and thereby lost revenue.

2. Finance and Billing integration was not completely automated, leading to a very slow response time. It could take up to two days for online purchases to show up in POS system.

3. The website features and layout led to a poor user experience for the consumer.

4. The POS integration was overly complicated for the user – at the time, it required users to click through 15 buttons to perform Summer Games operations.

5. Data was distributed across POS system making it difficult to build reports.

Solution

Bowlmor AMF chose AhaApps for their out-of-the-box thinking, and we delivered just that. We recommended ways to improve processes and user experience for their Summer Games Application that delivered the following:

1. Increased client side functionality while giving a faster and more robust user experience.
2. Eliminated scrolling while maintaining marketing requirements by using Single Page Application techniques.
3. Simplified POS integration decreasing activities to 2 button clicks for most transactions.
4. Automatic integration with their existing financial system.
5. Centralized Database that would allow for better reporting to C-Suite.
6. Reduced response time and improved user experience through SOA Architecture that made passes purchased online available immediately.
7. Reduced Customer Service Call Volume due to simplified user experience.

AhaApps recreated the App using SOA (Service Oriented Architecture) and SPA (Single Page Architecture) models resulting in an improved application.

Results

AhaApps demonstrated value to Bowlmor AMF by showing them ways to harness the power of technology to improve their business functions.

1. Revenue jumped from $1 million to $3+ million. With improved user experience, the user abandonment rate dropped and revenue increased for Bowlmor AMF.

2. Improved overall customer experience with wait times reduced from days to seconds. With our solution, Bowlmor AMF customers could buy the Summer Games pass and walk in the next minute to utilize the pass as opposed to waiting for a couple of days like they did in the past years.

3. Customer support calls reduced by 90%. Easier Pass management delivered by AhaApps allowed Bowlmor AMF customers to use self-service portals which in turn reduced calls to their support team.

4. Integrated seamlessly into the financial system enabling better reporting to C-Suite. This allows executives to see the bigger picture and make informed business decisions for Bowlmor AMF.

Customer Speak

"As the director of the BAMF PMO I had the need to engage a highly reliable, responsive and affordable on-shore / off-shore business partner to deliver custom application projects in support of BAMF business strategy objectives.

Rapid collaborative, iterative development along with reliable post-implementation support were paramount considerations for the engagement, as was affordability and overall value.

Throughout the term of the several month engagement Satish and his team performed stellar work using an agile approach, effectively integrating off-shore and on-shore 'collocated' team members with IT and business partners.

Aha's deep technical expertise, much of which was deployed on-site, impressively addressed the inevitable architectural hurdles and covered some of our exposed capability gaps. The team also expertly provided key knowledge transfer to support personnel and left us in a position to provide world class support for our business.

Satish was a fantastic partner and colleague and I look forward to working with him and his team again! "

About AhaApps

AhaApps is focused on making life easier for customers through the creation of custom mobile apps and web-based software that is tailored to each client's specific needs. Our mission is to design products that will inform consumers, record data, improve organization and connect individuals. We take pride in helping clients through our outside-the-box thinking and by inspiring clients to create powerful apps that solve their customer challenges.