

CLUBSPEED

QUICK GUIDE

HOW FOCUSING ON EXPERIENCE
CAN INCREASE CUSTOMER
TICKET PRICES

www.clubspeed.com

 Clubspeed



Many venues have excellent repeat business, however they aren't maximizing each transaction and it shows in their bottom line. While building customer relationships and creating unforgettable experiences are important pieces of the puzzle, focusing on boosting your guests' spend each and every time they visit is the missing piece that helps the market leaders stand above the rest.

QUICK GUIDE

At Clubspeed, we're dedicated to helping businesses all around the world boost revenue and find new ways to delight, even amidst rapid changes in the industry. We love to apply the lessons we've learned working with over 500 customers in 46 countries to help FEC's become even stronger than ever. From our marketing capabilities to the online portals we facilitate, here's a quick guide with some key ways you can boost your revenue while focusing on your guests.





UTILIZE YOUR ONLINE BOOKING ENGINE FOR BUNDLING

Customers crave experiences, so why not build that into your booking? With Clubspeed's booking engine, you can build those unique experiences that only you can offer to get customers to spend more money and more time at your venue. In fact, according to [a study by Eventbrite](#), 78% of millennials would choose to spend money on experiences or events over buying something desirable. With millennials making up the largest generation by population and making up an estimated \$1.3 trillion in annual consumer spending, providing a means to curate these experiences is paramount.

Through Clubspeed's booking capabilities, there are a variety of ways you can allow customers to build out memorable experiences including:

- Offer combinations of your various activities with food and drink add ons
- Allow the creation of bespoke packages to increase average price above any single activity
- Provide activity add-ons in addition to custom packages
- Use the real-time availability scheduling to let customers plan out their full day

These are just a couple ways to use the online booking engine to encourage customers to bundle and create experiences. Being able to batch and pay for these items together, whether on a mobile device or at a kiosk, allows customers to plan how to get the most out of your family entertainment center, while you boost revenue.



Beyond bundling different activities, our online booking engine can create opportunities to make those once-in-a-lifetime events that your customers can splurge on. From special events and parties to time-specific activities, you can utilize our entertainment center software to make time in your facility even more special.

Beyond booking these events through the online booking engine, these exclusive events can be made even more special with our gamification leaderboard and the capabilities of RFID bracelets made for the events. When they book a party with you or come to exclusive events, you can amplify their gaming experience with real-time leaderboards, race results, and positions.

RFID bracelets, which not only can be used to access exclusive parts of your family entertainment center during special parties and events, could give them access to everything Club Action has to offer. By using high-quality 4K resolution cameras and long-range RFID readers strategically placed around your venue, you can capture video or photographic moments from the event. Customers can then share this on social media boosting your organic marketing, generate additional revenue from the custom RFID bracelets, and walk away with a lasting memory to share with family and friends-- all captured in your facility

This immersive, gamified experience becomes something that they can bring home with them as well and encourages them to spend even more time engaging, as well as spending.

CREATE EXCLUSIVE EVENTS



LEVERAGE MARKET SITUATION

Beyond the online customer portal and hosting events at your family entertainment center, our marketing segmentation capabilities allow you to build necessary relationships with customers. According to [Hubspot](#), 78% of marketers have seen an increase in email engagement over the last 12 months. It remains one of the key ways to connect with your customers and show them the content they need to plan their visit in your family entertainment center.





With our customer success managers, you can segment your customer database to automate your remarketing strategies. Whether they're interested in laser tag, go-kart racing, trampolining, golfing or anything in between— you can utilize Clubspeed to keep your activities top of mind. In addition, keeping them informed of new promotions, special events, or even bundles can ensure that they can click through to plan an exclusive experience through your website. You can even automate to send confirmations, special birthday emails, holiday promotions, and just build that relationship with your customer, through your inbox.

In addition, customer videos and screenshots from leaderboards can also allow you to share User Generated Content on social media. [As Stackla's study on branding and social media](#) finds, 90% of consumers say authenticity is important when deciding which brands support and Consumers are 2.4x more likely to say user-generated content is authentic. Sharing this content, whether on social media, on your website, or in your email marketing will allow you to share those experiences and cause other customers to want to replicate it.



ADD VALUE WITH MEMBERSHIP PLANS



Beyond using our segmentation, you can also add value with exclusive tickets to events and rewards programs. You can even create a segmentation for your rewards card members, giving them exclusive access to events, different bundling activities and more. Whether you plan on using physical rewards cards, you can manage it all within our module.

Because your family entertainment center is unique, it's also important to have a rewards system that fits your custom needs. Our system can create custom rewards programs that turn visitors into loyal, repeat customers that spend even more at your facilities. From giveaway points to gifts, to special advantages of your choice— we can add value and incentive to try packages by helping you with your rewards programs. You can even add exclusive merch and food promotions for members of your loyalty program, so that they feel inspired to spend more money on other parts of the experience.

In addition, gift card purchases can be a great incentive to get customers to spend money. Because part of the stay is already covered, they feel freer to spend more on other activities within your center.



READY TO GET YOUR FEC UP TO SPEED?



Ready to Get Your FEC Up to Speed?

Of course, these are just some key strategies to encourage your customers to spend more time and more money at your family entertainment center. We've been working with businesses all over the world to cultivate experiences and create systems to work for their specific needs, so if you need more assistance, we'd be happy to see how we can right-size a solution for you.

Clubspeed allows you to take care of your guests while collecting valuable insight into their behaviors. Regardless of your specific needs, the world's most trusted family entertainment platform is here to help you succeed. If you're ready to partner with us, [contact us](#) here to get started.



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The world's leading venue management software for Family Entertainment Centers. Our completely integrated solution is specifically designed to enhance the guest experience, increase revenue, and streamline operations.

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