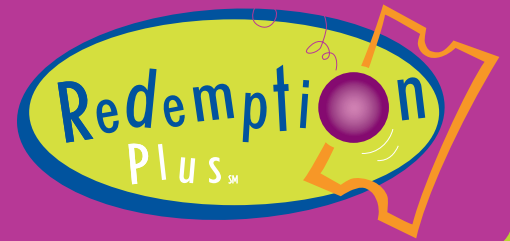


Redemption Plus right down the alley



The Alley at SouthShore

- Bowling Center
- 70 Redemption Games
- \$3 million in sales
(35% redemption)
- Owner - Jeff Boje



SITUATION:

Jeff Boje is President of the United States Bowling Congress and former president of the Bowling Proprietor's Association of America (BPAA). He grew up in the industry by working, and later running, his father's bowling center in St. Louis, MO. At one point Boje owned and operated over 13 bowling center locations nationwide.

“When you live in a household with 5 kids, you get a clear sense of what trends are going on,” said owner, Jeff Boje.

In 2007, Boje opened his latest center in East Tampa, Florida with a 5,000 square foot game room. Building a world class game room was something he wanted to incorporate into a facility that included upscale party lanes, large casual dining restaurant, and sports bar.

PROBLEM:

“Having spent a lifetime in the bowling business, I knew some of the issues with owning and operat-

ing a gameroom,” said Boje. As a trained CPA, Boje immersed himself in analyzing the industry.

“I focused a lot of time educating myself on how to create a game room and realized I needed an expert,” said Boje.

That's when he turned to Redemption Plus. “I needed a company that would advise me on what's hot at different point levels, so I looked carefully at the service level I would get” said Boje.

Product quality was also a concern; Boje chose Redemption Plus because of a good balance between price and value.

“I wanted someone that would keep their commitments and deliver great customer service.”

“Redemption Plus maximizes my profits.”



“You have to build more value in the eyes of the customer.”

SOLUTION

After working with Redemption Plus for over a year, Boje has been extremely pleased with the results. “I can rely on them to give me good advice on what to buy, week in and week out.”

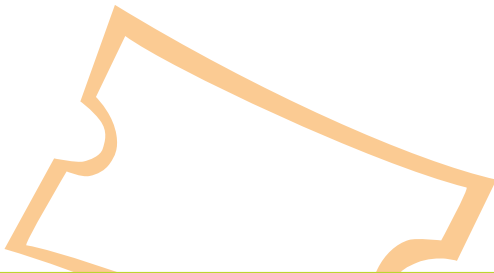
“It has been outstanding.” says Boje

Redemption Plus has helped with his custom markup to ensure there is a high enough perceived value to play the games. “You have to build more value in the eyes of the customer.”

Boje has seen significant productivity increases by using Redemption Plus’ tagging and DPL. “Instead of spending time bar coding, my people spend their time handling more important aspects of the business.”

Boje adds, “It’s just like a partnership. When I call, I am not given some untrained person to try to answer my questions. Instead, I am given proven solid advice every time.”

“I have a powerful need to maximize my bottom line potential. Redemption Plus is both a source of revenue and expense.”



Here’s to your continued success, Alley at SouthShore!

Redemption Plus

growing your business one **smile** at a time

