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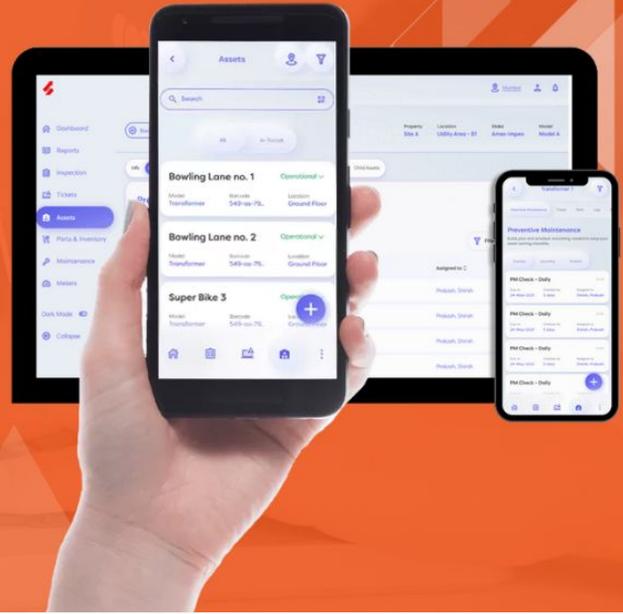
مجلس الشرق الأوسط وشمال أفريقيا للترفيه والجذب السياحي
Middle East and North Africa Leisure & Attractions Council

VENDOR TALK – AUGUST 2023

**STREAMLINE EFFICIENCY,
ELEVATE GUEST EXPERIENCE
& GROW PROFITS:
THE ROLE OF OPERATIONS SOFTWARE
IN ATTRACTIONS**

YOUR COMPLETE GUIDE

Article by:



Introduction

In a typical day to day operations of a bowling, family entertainment centres, trampoline and amusement parks, among others there are many challenges to deal with. Unexpected breakdown of attractions during operational hours, no real-time reporting, lack of tracking mechanism for maintenance cost and attraction wise maintenance budget, no system dependency are some such challenges.

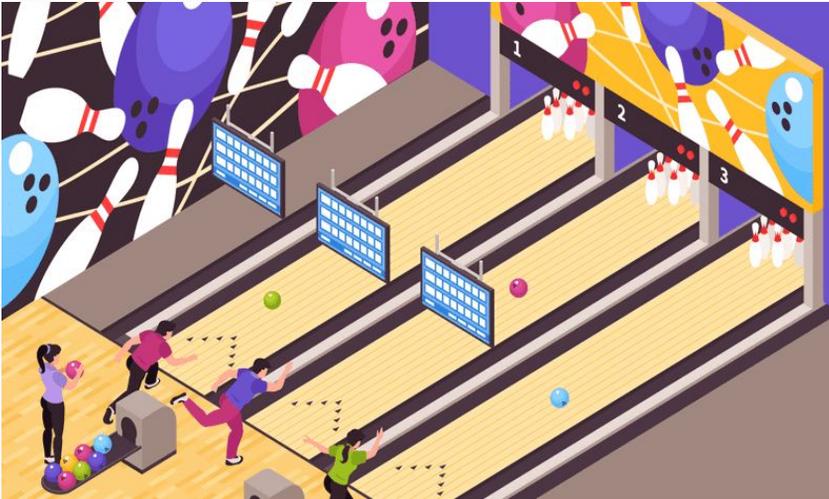
These challenges often arise due to manual processes that are followed at leisure & entertainment facilities.



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So, what exactly is the solution? How can an operator have more transparency and control over his day-to-day operations? Is there a way to streamline these processes to make the job of an operator easier and management of his centres more efficient?

The solution to having a cloud-based operations and maintenance software with a mobile app.

Key challenges that an operations software can solve for an entertainment operator

In an increasingly competitive market, entertainment operators must leverage technology to streamline operations, elevate guest experiences and drive profitability. Operations software plays an indispensable role in achieving these goals by automating processes, enhancing guest interactions, optimising staff management, providing data driven insights and therein optimising revenue. Operators that embrace operations software as a strategic tool gain a significant competitive advantage, ensuring operational efficiency, exceeding guest expectations and achieving sustained growth.

A cloud-based operations software can effectively and efficiently address the following key challenges within the day-to-day operations of an entertainment centre.



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1. Eliminates multiple dashboards for multiple locations:

A cloud-based software can provide a centralised platform accessible from anywhere, allowing operators to monitor all locations from a single dashboard. This eliminates the need for multiple dashboards and provides a holistic view of operations enabling operators to easily track key metrics, performance indicators and operational data across all locations. This facilitates better decision-making and more efficient resource allocation.



2. Prevents long, unjustified downtime of attractions:

A cloud-based software eliminates the dependency on individual staff member's knowledge or expertise. The system can store operational procedures, task lists and guidelines, ensuring consistency in operations across the attraction. By providing step by step instructions and automated workflows, the software minimises the risk of errors and improves operational efficiency. New staff members can quickly familiarise themselves with standardised processes, reducing training time and enhancing overall productivity.

3. Ensures real-time reporting

A cloud-based operations software offers real-time reporting capabilities. By integrating with various data sources, the software can generate instant reports on key performance indicators, attendance figures, revenue streams and guest feedback, enabling managers to make informed decisions. Real-time reporting also allows prompt identification of operational bottlenecks, ensuring quick interventions and timely corrective actions.





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4. Reduces long desk hours:

A cloud-based software enables mobile access with a mobile app wherein employees can perform various tasks such as raising a ticket, performing checklists, reporting on the go and much more. This flexibility allows staff members to address their needs and resolve issues promptly. By reducing desk hours, operators can improve guest interactions, enhance customer service and create a more dynamic and responsive operational environment.

By implementing a cloud based, operations software within a bowling and entertainment centre can address the pain points mentioned above, streamlining operations and enhancing overall efficiency. By providing a centralised dashboard, real-time reporting, asset monitoring, cost tracking and mobile accessibility, operations software empowers operators to optimise their resources, improves guest experiences and drives profitability.

It enables attractions to embrace a more proactive and data driven approach to operations, ensuring a seamless and memorable experience for their guests.



METAAGROW: The World's First Operations & Maintenance Software Designed for Bowling & FECs.



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