



THE IMPACT OF KNOWING MORE TURNING REPORTS INTO REAL ACTION

By Stephanie Davis



It happens in busy centers every day: a lane sits on mechanical hold too long, a promotion underperforms, or an adjustment on a sales ticket raises a question. Any one of those details may be easy to overlook. Together, they can reveal ways to improve operations, protect revenue, and make faster decisions.

Katie Corrigan, COO of The BLVD, uses reports to look beyond daily sales at their centers in Bakersfield and West Sacramento, California. So far, that insight has helped her spot suspicious activity, create staff incentives, adjust underperforming promotions, and guide the business more effectively.

Katie Corrigan



"Reading reports and understanding what's happening at your business gives you the direction of what you need to do," Corrigan says.

ONE PLACE TO LOOK

For The BLVD, bringing both locations onto Brunswick's Sync platform has made information easier to find and act on. Previously, the Bakersfield location used separate systems for bowling, food and

beverage, events, and reservations, leaving the team to figure out where to find what they needed.

"Before, it was, 'Where do I get that? Where do I go?'" Corrigan says. Today, Sync serves as the main POS and connects with the center's event-booking



and online-reservation systems, giving the team a fuller picture without bouncing between programs.

That visibility became even more valuable when The BLVD opened its second location in West Sacramento, about four hours away. Through Sync Cloud, Corrigan can pull reports, see live sales, and make campaign changes remotely.

FOLLOWING THE TRAIL

"Every keystroke is logged somewhere," she says, which is why the sales detail report is one of her go-to tools. It shows what was sold, how many were sold, and what adjustments were made.

"That usually triggers me to look at the adjustments," she says. "What kind are we doing? Who's doing them?"

While reviewing individual transactions at one location, Corrigan noticed activity that didn't look right. Digging deeper revealed that an

employee had changed a payment setting and removed cash without it appearing clearly in the normal checkout, an example of how discounts, voids, and adjustments can point to a process, permission, or training practice that needs another look.

Because the system recorded the transaction activity, Corrigan was able to identify the problem, change the setting, and create a new standard operating procedure to prevent it from happening again.

KEEPING LANES IN PLAY

Another go-to report helps Corrigan turn lane uptime into something she can actually measure. The lane-usage report shows when a lane is operating, being cleaned, or sitting on mechanical hold, and how long it stays there. "Why has this lane been down for the last three days? What is going on?" she says. The report shows Corrigan exactly how long a lane has been down and how quickly the technical team responds. Using that insight, The BLVD created an incentive for the technical manager tied to keeping the lanes operating 98% of the time.

MARKETING WITHOUT GUESSING

The same kind of visibility also helps with marketing.

"Creating a different QR code for each promotion is probably one of my favorite marketing tools in the system," Corrigan says. "Before we had this feature, it was difficult to know where a guest found a particular offer. Now, because of the QR code, the redemption is automatically tied to that promotion."

That allows the team to answer questions that are often difficult to track:

- Did the campaign bring people in?
- Which channel worked best?
- Did the revenue justify the discount?

Before updating its food and beverage menu, the team reviews product-mix data to see which items guests are ordering and which ones may no longer deserve a spot. It gives them a faster, more accurate way to make changes based on actual buying behavior rather than instinct.

Looking ahead, Corrigan is excited to connect Sync with QuickBooks Online. With the interface now available and the two systems communicating, she expects an even clearer day-to-day financial picture.

Bringing the right information together gives operators a clearer view of what is really happening across the business. And in a fast-moving operation, that kind of clarity can be the difference between reacting late and staying ahead.