

Laser-Focused: Redefining Customer Experience and Streamlining Operations at



LASER ZONE

McBainCG

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Executive summary



Situation & Complication

Two core problems:
operational inefficiencies and
lack of a quality **customer**
experience

Revenue bottleneck stems
from **high concentration**
during **peak hours** and **lack of**
customer retention

LaserZone faces **issues with**
revenue growth when
compared to the industry
average



Key Question

How can LaserZone revamp its customer experience and operations with technology to boost **engagement**, improve **efficiency**, and drive **revenue growth**?



Resolution

Transform play

Upgrade equipment with real-time tracking, interactive modes, and digital leaderboards

Amplify Engagement

Add CRM, mobile check-ins, connect with POS, launch promotions/discounts

Generate excitement

Expand menu, host themed events, and offer membership perks



Implementation



6+ month three
phase roadmap for
leveraging
technology and
smart operations



Expansion plans,
metrics, risk
management
infrastructure



Specific costs,
revenue expansion,
potential
challenges and
appendix

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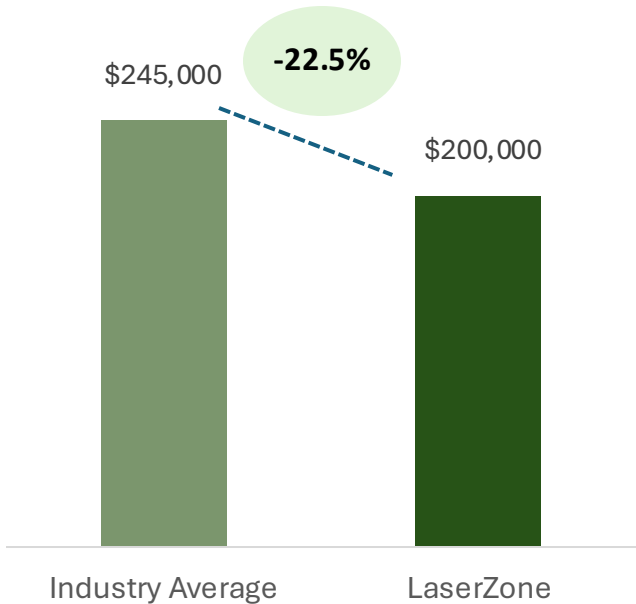
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LaserZone experiences shortfalls when compared to industry top-line averages



Net revenue

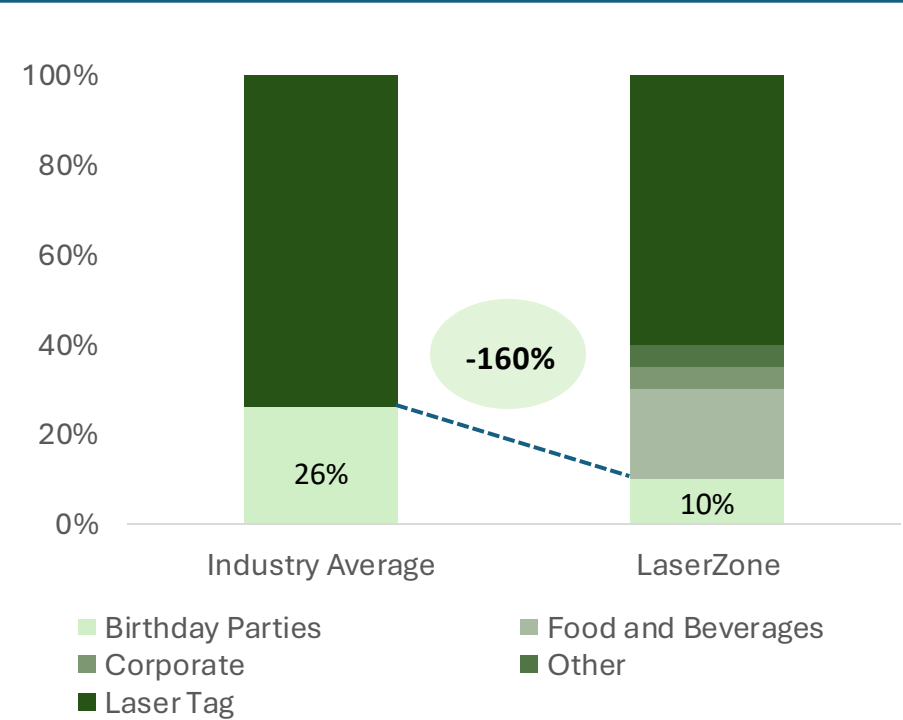
The average laser tag center’s revenue is 22.5% greater than LaserZone’s revenue



Historical data from LTM

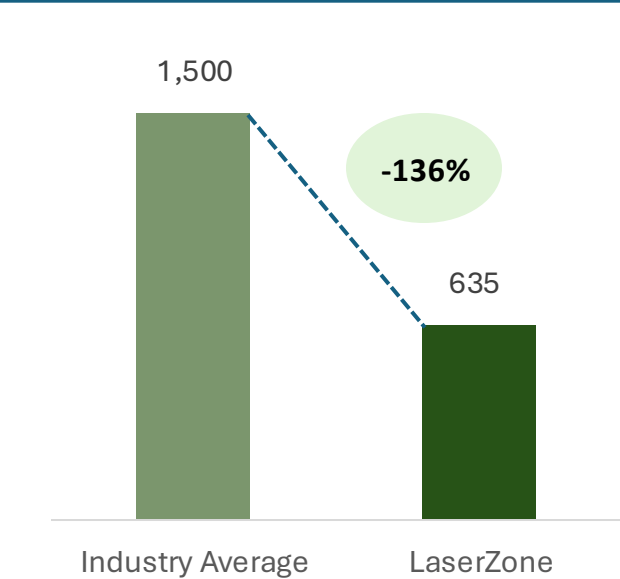
Birthday party revenue as % of net revenue

Birthday parties constitute 160% more of net revenue in the typical laser tag center



Annual # of games

The average laser tag center hosts 136% more games than LaserZone

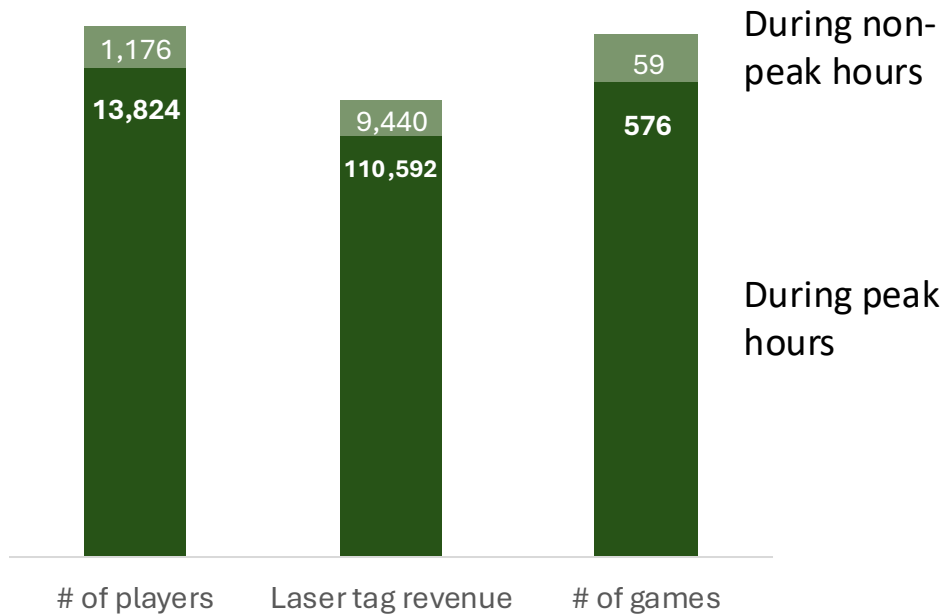


of games calculated from core line of business and accounts for overcapacity

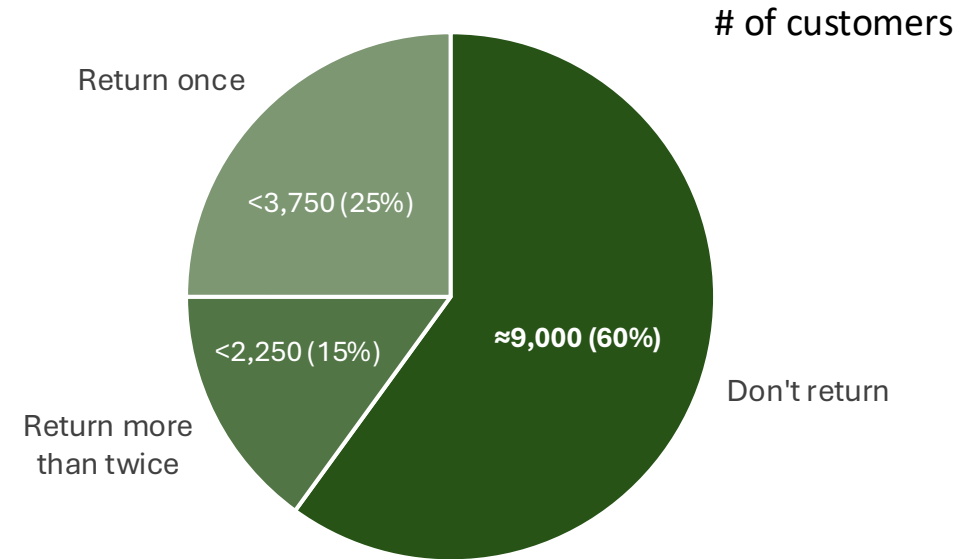
Sources: Company disclosures, Roller, LaserForce

LaserZone faces a revenue bottleneck due to heavy concentration in peak hours and low customer retention

High concentration in peak hours



Low rate of repeat customers



Inability to operate all full capacity results in missed revenue opportunities

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Revenue bottleneck is a symptom of two core problems

Core Complications

Inefficient operations

Laser tag operations

- Customer complaints about long wait-times during peak-hours
- Heavy concentration of customers during peak-hours
 - The converse: lack of players during non-peak hours

Indirect operations

- Customer survey states food items lack innovation
- Lack of digital integration
 - Online leaderboards
 - Digital perks

Laser tag Customer experience

- Customers report experience is too repetitive
- Laser and vest equipment malfunctions and are less responsive
- Lack of game tracking technology

Indirect Customer experience

- Customer check-process described as old-fashioned
- Equipment fitting process described as 'cumbersome'
- Lack of game tracking technology
- Lack of post-game engagement

Lack of quality customer experience

Impacts

Missed revenue opportunities

- Inefficient sales process and conversion
- Operational bottleneck results in poor forecasting and demand planning
 - Misaligned operations in non-peak hours

Stagnant customer engagement

- Poor customer journeys causes disengagement
- weak customer retention due to failure to sustain customer interest

Decline in new customer growth

- Operational inefficiencies, lack of value propositions leads to failure to resonate with target audience
- Lack of effective customer outreach and customer satisfaction

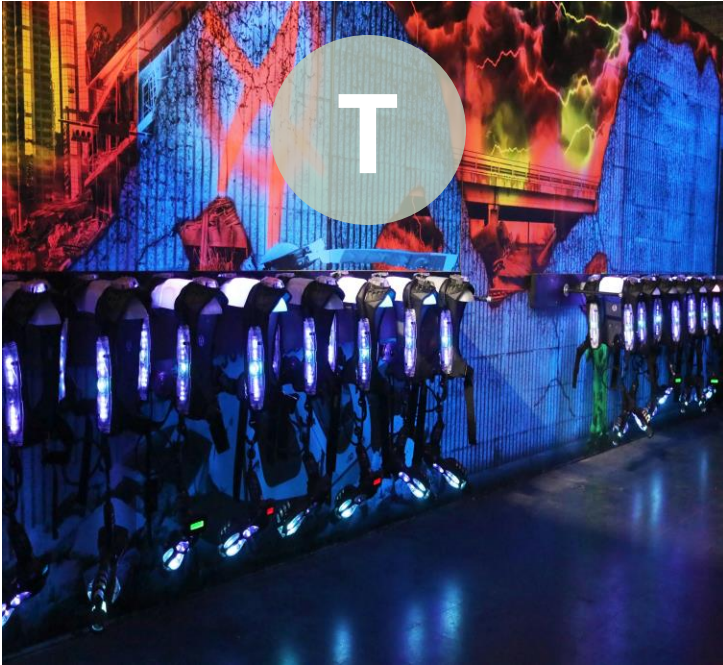


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Taking the TAG to the next level

Transform Play



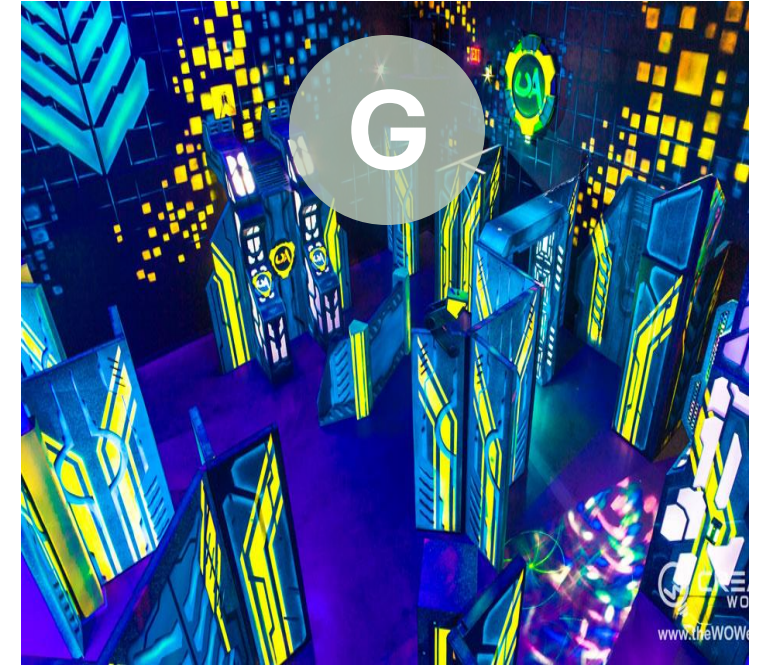
Upgrade gameplay with quality gear, a user-friendly website, and interactive menu options

Amplify Engagement



Boost player interaction with varied game modes, profiles, and creative menus

Generate Excitement



Drive excitement with theme nights, leaderboards, and exclusive promotions

Transform play

Strategic Objective

Enhance the laser tag experience by upgrading **equipment** and creating an **immersive, intuitive platform** that appeals to a wide audience

Key Messaging

"LaserZone offers cutting-edge gear and immersive gameplay that everyone can enjoy"

High-Quality, Lightweight Equipment



Comfortable, high-quality gear attracts a broad age range

Immersive Experiences



Digital power-ups and **weapon upgrades** to enhance excitement



Monthly themes, such as "Alien Invasion" or "Superhero Showdown," drive repeat visits

Game modes like 'Capture the Flag' and 'King of the Court' keep gameplay engaging

Amplify engagement

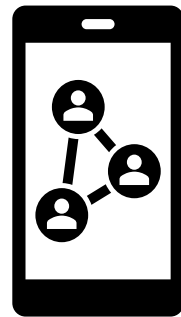
Strategic Objective

Increase player engagement by offering **diverse game modes**, **personalized profiles**, and dynamic menu options that keep the experience fresh

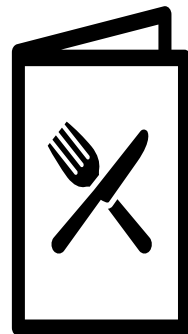
Key Messaging

"Stay engaged with exciting game modes and personalized experiences that keep you coming back for more"

Dynamic Menu Features



Social media polls to engage customers in selecting new menu items



Limited-time and exclusive items like “Power-Up Nachos” and “Glow-in-the-Dark” beverages, along with rotating seasonal or regional options

Stats Tracking and Functional Website



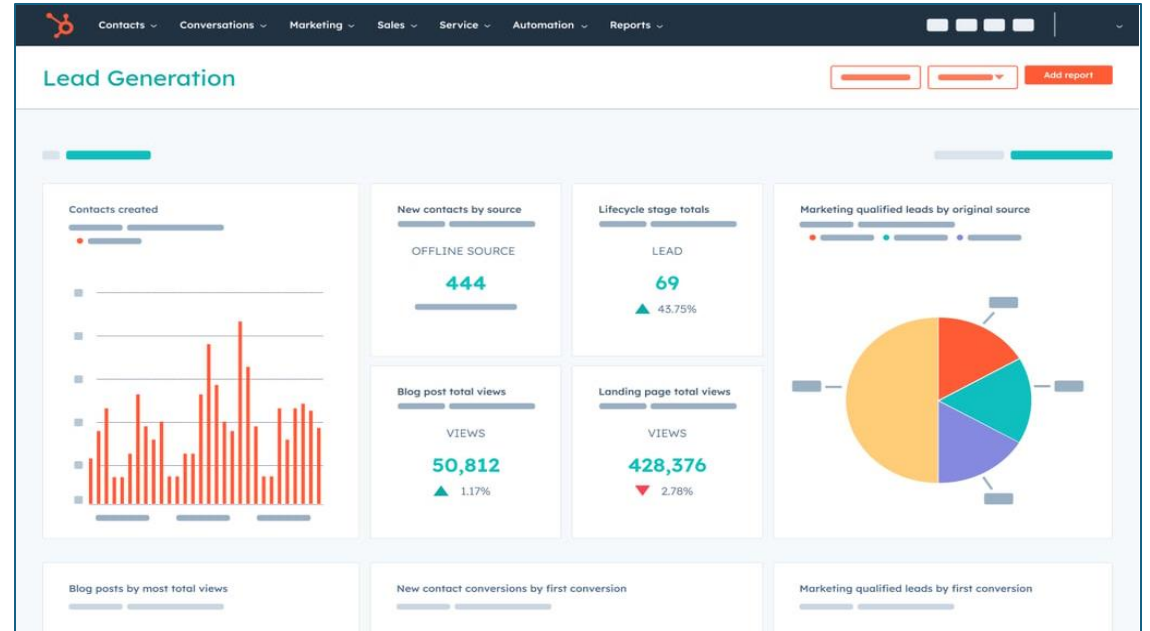
A user-friendly website for easy booking, performance tracking, and seamless navigation

Stats tracking and leaderboards to foster friendly competition and encourage repeat visits

Digital transformation with HubSpot's Customer Management Systems

Why HubSpot CMS?

- **Intuitive platform** for seamless navigation and booking
- **Centralized** dashboard for tracking customer stats and game leaderboards
- Enhances customer engagement through **personalized profiles** and rewards



Features

User-Friendly Website

Simplifies booking and reduces wait times

Performance Tracking

Encourages repeat visits by fostering competition

Digital Leaderboards

Engages customers post-game and drives loyalty

Generate excitement

Strategic Objective

Drive excitement and repeat visits by hosting themed events, showcasing leaderboards, and offering exclusive promotions

Key Messaging

"Every visit is a new adventure with themed nights, leaderboards, and exclusive rewards"

Discounts & Promotions for Non-Peak Hours

1

Two-for-Tuesday Tag

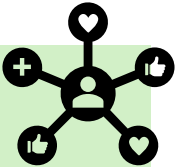
Attract off-peak visits with half-off games for friends on Tuesdays



2

Snap-and-Tag Promotions

Reward social media posts with discounts, expanding reach, and excitement



Targeted marketing initiatives to drive engagement and revenue growth for LaserZone



Accomplishments

Birthday party packages

- Special laser tag birthday packages with **personalized experiences**
- Partner with local bakeries and party supply stores for **cross-promotions**

Group discounts for team building

- **Target corporate clients** and schools with team-building packages
- Incorporate leadership-building exercises within laser tag games
- Market to HR departments and school event coordinators

Laser tag tournament

- Create a **local laser tag league** or seasonal tournaments
- Offer prizes, rankings, and membership perks to attract competitive players
- Promote through local sports organizations, universities, and high schools

Photo opportunities

- Create Instagram-worthy **photo spots** with laser-themed props, backdrops, and lighting
- **Offer discounts or prizes** for social media posts tagging your location
- Encourage users to share their experience online, boosting visibility

Community involvement with charitable events

- **Organize charity laser tag events** where a portion of the proceeds go to local causes
- Position the business as community-focused and attract socially-conscious customers
- Build goodwill and brand reputation through community engagement

Late-night events

- Host late-night laser tag events with a nightclub vibe (music, lights, themed drinks)
- Market these events to **young adults** or groups looking for unique nightlife experiences
- Offer a different atmosphere to attract a wider demographic after regular hours

Additional potential strategies for expansion/engagement



Arena features

Interactive elements like moving walls and doors create more in-game challenges



Mobile laser tag setups

Take the experience to parties, team-building events, and fundraisers



Digital perks

Digital cards to track stats, unlock achievements, and earn discounts for a personalized experience



AR integration








Integrate AR for virtual obstacles and missions, targeting tech enthusiasts and gamers



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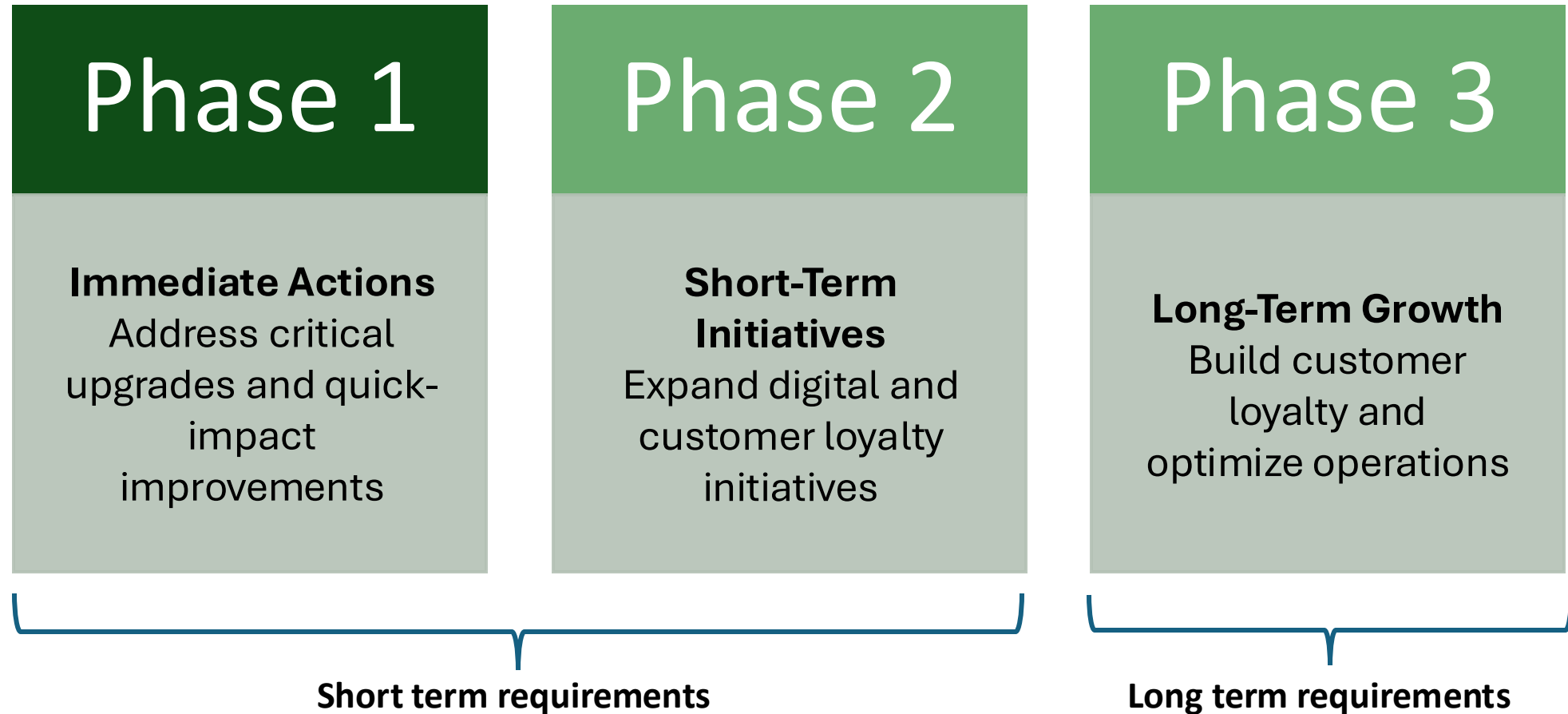
Estimated costs for strategic implementation

Initiative	Implementation details	Estimated cost	Alternatives
High-quality gear	Purchase 20 state-of-the-art laser guns from LaserWar at \$8,358 (per set of 10). These lightweight, durable guns are designed to enhance gameplay for players of all ages.	\$16,716 upfront	  
Website/CRM (HubSpot)	CMS platform for booking, stats tracking, and CRM.	\$800/month (\$9600)	 
Theme nights & promotions	Custom lighting, music, and events; discount campaigns.	\$500/month (\$6,000)	 

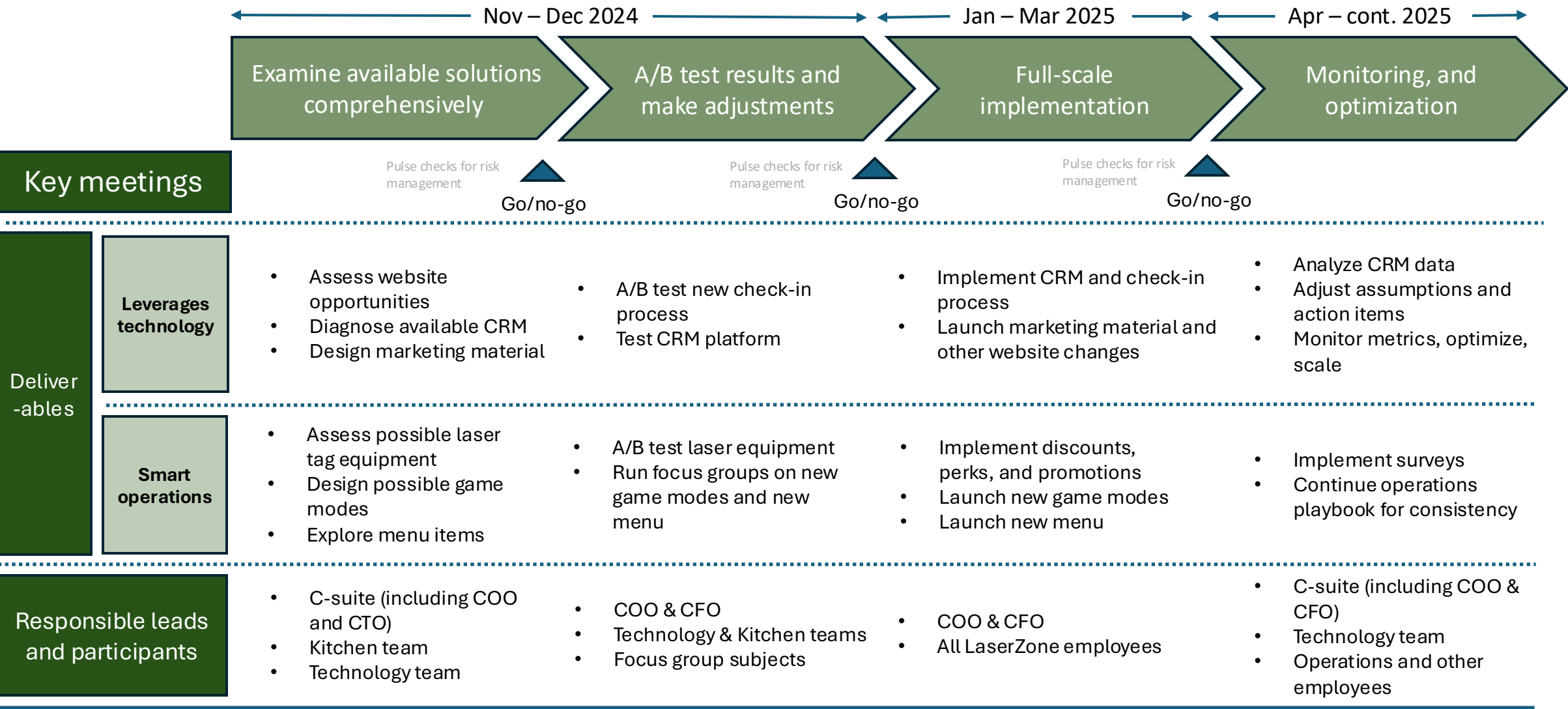
Predicted revenue expansion for recommendations

	Current revenue	Projected increase	New revenue	Boosting revenue growth
Laser tag (core)	\$120,000	+ 20%	\$144,000	Launch new game modes and digital leaderboards to boost engagement and repeat visits
Food & beverages	\$40,000	+ 25%	\$50,000	Introduce themed menu items and combo deals to boost spending
Birthday parties	\$20,000	+ 30%	\$26,000	Offer customizable packages with themed decor and catering to boost bookings
Corporate events	\$10,000	+ 50%	\$15,000	
League memberships	\$6,000	+ 50%	\$9,000	Create membership programs with discounts, food combos, and exclusive game access
Special promotions	\$4,000	+ 40%	\$5,600	Launch off-peak deals and social media campaigns to boost traffic

Short and long-term implementation phases



The implementation of TAG will progress through three strategic phases



Measuring the success of recommendations

Monitoring key performance indicators (KPI's) and metrics

1

Customer Experience

- Customer retention rate: 60%
- Net promoter score (NPS): >8
- Customer satisfaction: >3.5/5
- Customer surveys/interviews

3

Financial

- Net Revenue: \$249,600
- Revenue per customer: \$18.75
- Non-peak revenue growth: +30%
- Net/profit margins: +7%

2

Operational Efficiency

- Average wait time: 30min -> 15min
- Throughput rate: +20%
- Staff task completion rate: +10%
- Customer flow efficiency: -10min

4

Digital and Outreach

- Website traffic: +30%
- Conversion rate: +20%
- Discount redemption rate: +15%
- Digital booking ratio: 1:2

Long-term action steps: McBainCG will conduct follow-ups to observe changes

Strategic infrastructures and resources established to mitigate risks

Infrastructures and resources	Key Risks						
	Operational risks	Financial risks	Customer retention risks	Technological risks	Reputational risks	Competitive risks	Strategic risks
Technological integration & CRM	✓		✓	✓		✓	✓
Reoccurring cash-flows	✓	✓					✓
Cross functional teams	✓		✓		✓		✓
Metrics and feedback systems	✓	✓	✓			✓	✓
Marketing systems			✓		✓	✓	

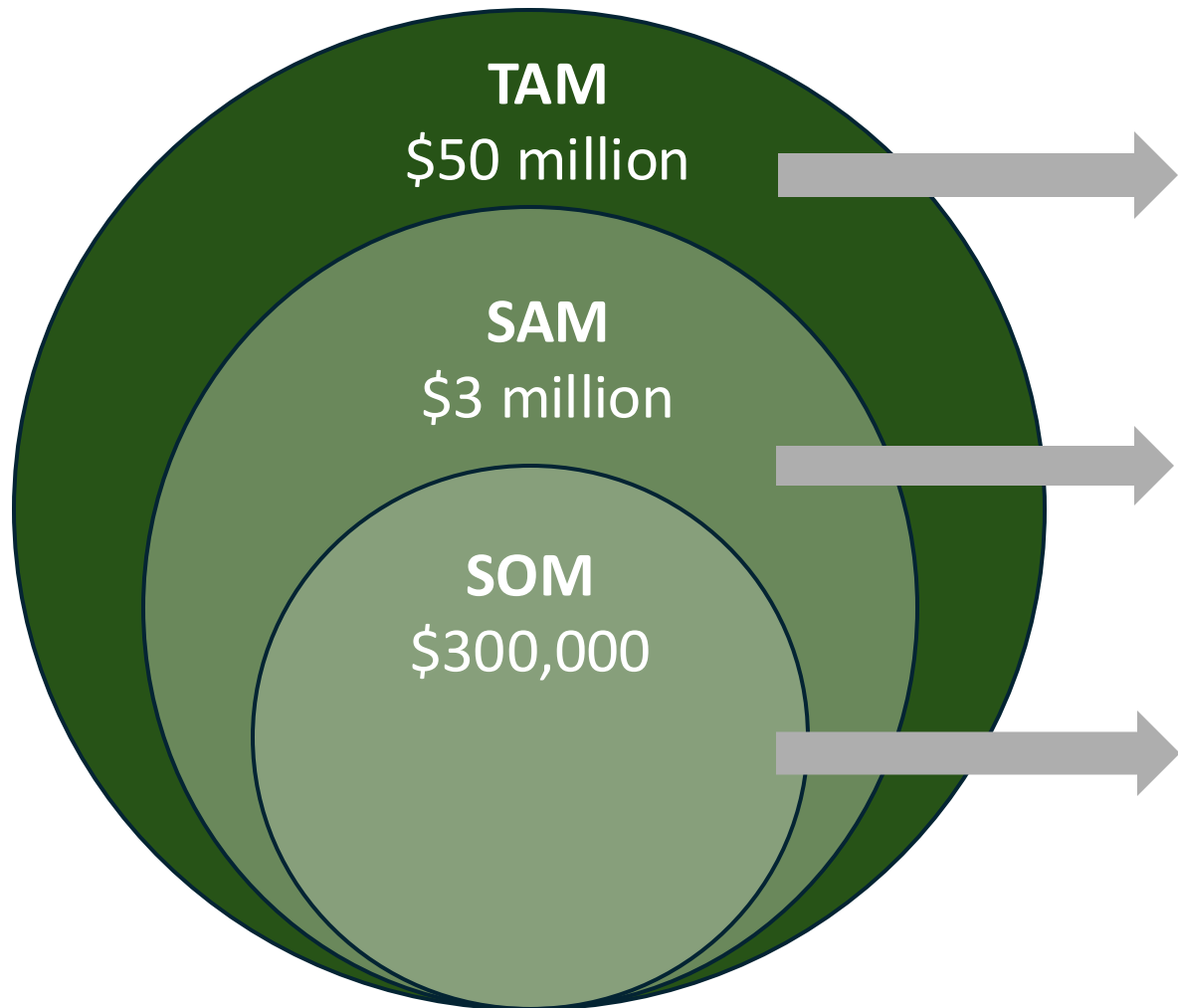
Comprehensive overview of potential challenges and solutions that address them

Potential challenges	Solutions
Operational disruptions during peak hours	<ul style="list-style-type: none">• Use cross functional teams to adjust staffing to handle busy periods• Implement tools to manage waiting times and keep customers informed
Equipment malfunctions	<ul style="list-style-type: none">• Schedule frequent equipment checks• Keep backup equipment ready and have repair teams available during peak hours
Insufficient market demand	<ul style="list-style-type: none">• Run marketing campaigns to build excitement and attract customers to try the new features.• A/B Test new menu items & game modes and adjust offerings based on customer reactions and sales
Budget overruns	<ul style="list-style-type: none">• Prioritize high-impact changes first, then expand to other challenges• Monitor the budget closely and explore financing options to ensure we stay on track
Increased operational costs	<ul style="list-style-type: none">• Use data analytics to track and optimize staffing, inventory, and other operational costs.• Explore partnerships with food vendors or tech providers to reduce costs and enhance offerings
Not Meeting Revenue Targets	<ul style="list-style-type: none">• Monitor KPIs: Track key performance indicators like customer visits, revenue per customer, and feature usage rates to identify trends early.

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Comprehensive market sizing and opportunity assessment for LaserZone's growth potential



Total Addressable Market

- **\$50M** Laser Tag Market
- **5%** of Metroville's **\$1B** entertainment market
- Total market potential for laser tag in Metroville, including competitors



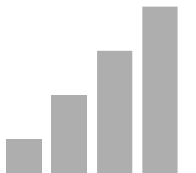
Serviceable Addressable Market

- Target Audience: **200,000** people aged 18-40
- Average Spend: **\$15** per person



Serviceable Obtainable Market

- LaserZone's Achievable Market Share: **10%**
- Annual Revenue Potential: **\$300k**



Expanding digital offerings, and interactive features can help double the current market share within 6-12 months

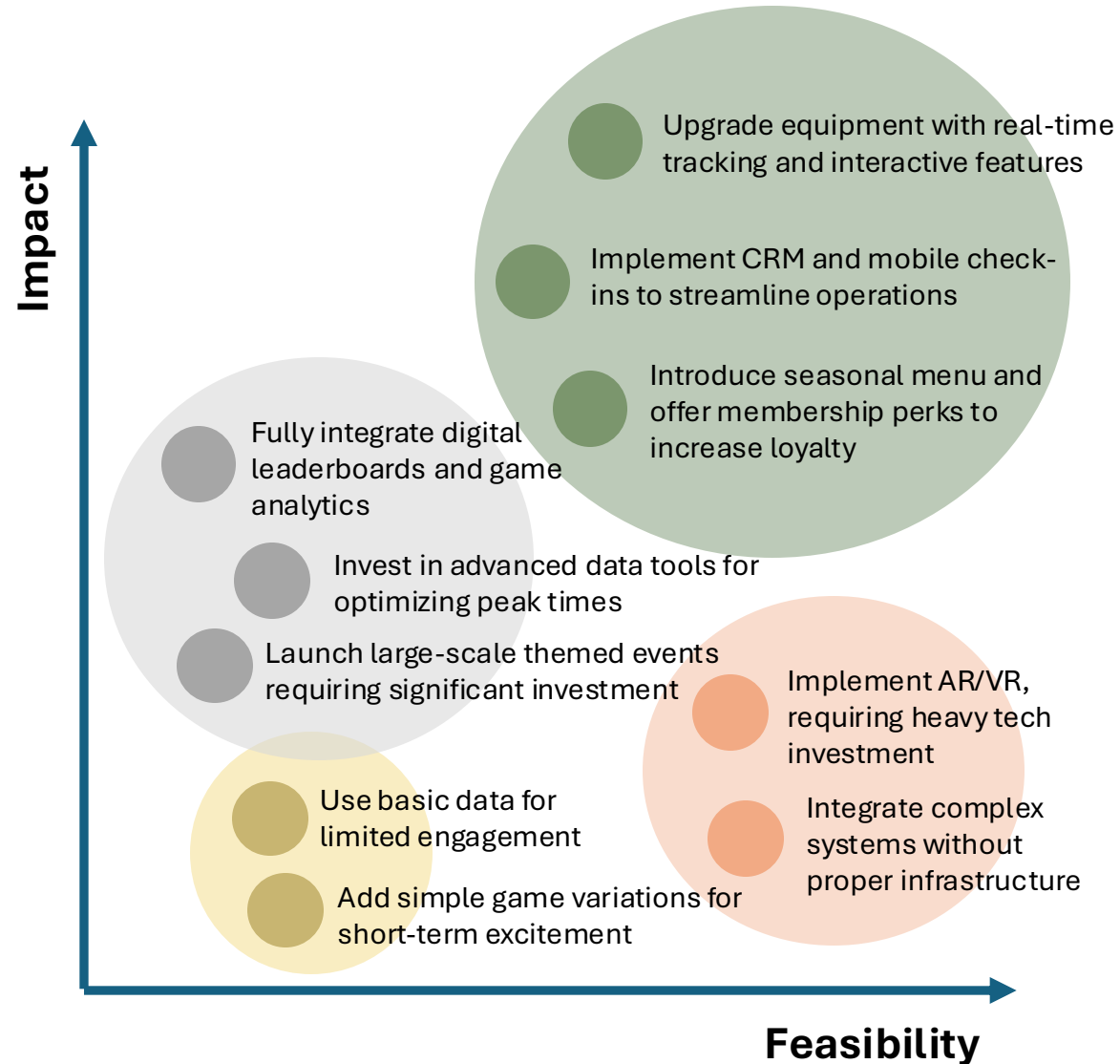
To overcome pain points, LaserZone's strategy must build on key strengths and have high impact

Identified pain points

Outdated Equipment and Gameplay

Inefficient Check-Ins and Customer Tracking

Limited Revenue from Supplemental Services



Legend

- 1** High impact and feasible to implement
- 2** High impact but difficult to implement given resources required
- 3** Easy to implement, but limited growth
- 4** Low impact and difficult to implement given strengths and capability

To overcome pain points, LaserZone's strategy must build on key strengths and have high impact

Identified pain points



Key Takeaway

A winning strategy combines **high-quality experiences**, engages players through **personalization** and **creativity**, and drives repeat visits by fostering **excitement** and **loyalty** across multiple touchpoints.

