

Advanced Avionics, Inc (734) 332-0256

Feature Articles:

Can Online Booking Really Increase my Revenue?

In every newsletter:

• Upcoming events you can't miss!

• New additions to our LaserBlast Family

Can Online Booking Really Increase my Revenue?

By Scott Drummond, PC Party Center Software

With the invention of the Internet we have seen nearly all business types move to provide their customers the ability to purchase their products or services online. With such a proliferation of online transactions most customers have come to expect the ability to transact business with companies online. This would seem to imply that if you did not allow customers the opportunity to book their events online that they would consider that a lack of customer service.

Most centers are reluctant to start allowing customers to book their own parties online for fear they will lose that personal touch. Having owned and operated an FEC that has been open for more than 10 years, I can say that the personal touch is critical to our centers success. We used to have at least 5 personal interactions with a client before they even stepped inside our center. When we considered allowing online booking of parties we were concerned about keeping up the level of customer service our center has come to be known by. We set out to make sure our service, whether through online booking or in person, stayed at the level we wanted. What actually happened when we launched our online booking was an increase in customer satisfaction.

Many customers want to be able to purchase when and where they want. Giving them the option to do it 24 hours a day puts the purchasing power into their hands. Customers also

spend more time reviewing event options and add-on's since they don't feel like they are being sold by one of your employees. We have seen an increase in overall customer satisfaction in our booking process by increased revenue. We have many facilities that have seen 10, 15, and even 20 % increases in revenue through the offering of events and add-on's through online booking.

As your customers get more and more internet savvy; they will come to expect more and more capabilities to interact with your company through the internet. Now is the perfect time to get started offering your events online. Here is a quote from one of our actual customers:

"I have been involved in the Amusement Industry for over 5 years now and have multiple children centers. After looking at several different vendors who could provide a front end solution for online party bookings, we decided on Party Center Software. The reasons were many. We were up within two days and have seen Unbelieva-Bill results so far. We have booked over 30 parties online in two weeks. Most importantly, the sales are coming in 7/24 and customers are finding it easy to use. As an operator, we are encouraging our bookings to go that way because of the automatic communication features the system is capable of and no need to train employees how to book parties. Also, selling upgrades is easy and we have seen a 20 % increase in upgrades already from having them available for customers to chose online. I look forward to many more bookings and features as we grow our business together. Thanks again for an Unbelieva-Bill product."

Bill Dubiel, President, Unbelieva-Bills

2010 RSA/ILTA TRADE SHOW

You are invited to our booth in April at the Roller Skating Association/International Laser Tag Association Trade Show. We are located at booth #301.

New LaserBlast Sites

Advanced Avionics, Inc

Come visit us at:

ILTA/RSA in Las Vegas
April 25-29, 2010
Booth # 301

Bowl Expo in Las Vegas
June 30- July 1, 2010
Booth #812

IAAPA in Orlando, FL
November 16-19, 2010

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We're on the Web!

See us at:

www.Laser-Blast.com

If at any time you do not wish to receive these emails or this newsletter, please email us at Advavionic@aol.com to be removed from the list.

Your Event Source in Pineville, NC In January of 2010 an 11 vest Funblast System with an Audience Score Monitor was added to their party rental list of items.

SARL-GEM- in FRANCE, A 34 vest HyperBlast Dual Arena System was shipped to France in February 2010. The system can be used as either one large arena or 2 smaller arenas. The system included 4 RF Bases, 4 MegaBlasters, and 40 Targets.

Zap Zone Extreme- 10 RF vests were added at the store in Farmington, bringing the total to 60 vests.

Lazer Adventures

Ltd in Bradford UK.

In March 2010, Lazer Adventures switched out their Zone equipment for a Hyperblast system with membership, 40 vests, 3 bases, 2 megablasters, and 20 microblasters

Lazer Tag in Metz France is opening with 34 ZetaBlast vests, 4 bases, 4 Megablasters, and 40 targets. This system is our new dual arena system. You may run the system as one large maze and game or 2 separate mazes and games.

SeaBase in Greensburg, PA switched from their Lazer runner System

to a FunBlast 10 Vest system on March 26th. George and Betty have a FEC with softplay structures, laser tag, eating and party tables, and menu for their customers.

LaserBlast provided 2 loaner vests to LazerXtreme for their March 26-March 27 Make-a-Wish Fundraiser. Every year Jim Bemer participates in this fundraiser to raise money for the Make-a-Wish Foundation.

Customer Service: New Quantity discounts

LaserBlast is now offering year round volume discounts for parts orders based on total dollar amounts of the order placed on the same day. The following chart shows the new discount schedule.

Order \$ amount	Discount
\$500 < \$ 999.99	5%
\$1000 < \$1,999.99	10%
\$2,000 < \$2,999.99	15%
> \$3,000	20%

Our parts catalogue and prices are available at <http://laser-blast.com/pdfs/Parts%20Catalog.pdf>.

About Our Organization...

We have been providing quality equipment and service to laser tag customers for over 10 years. Whether you need a repair, or just want to stop by and chat laser-tag with your number-one laser tag provider, come drop in!

Our offices are located in a 9000 square foot facility at 6118 Gotfredson Rd. In Plymouth, MI 48170. All of our products are designed, assembled, and serviced in our Michigan headquarters.

