



+

native grill est. 1979 wings

THE BUZZTIME ARCADE

Puts Family Fun Tableside,
Increases Guest Visits by 400%

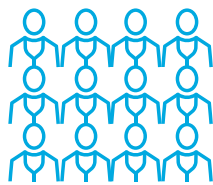


Restless kids and stressed parents meant short visits and small checks on weeknights at Native Grill & Wings. To encourage guests to stay, play, and spend... Native put Buzztime Tablets in the hands of every guest. The entertainment paid off for busy families and Native – who saw a 400% increase in guest visits over 3 months.

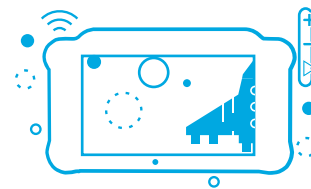
Native Grill & Wings Success Story - At A Glance



Buzztime Players Stay
1 Hour Longer, Spend
More Than Non-Players



400% Increase in
Visits After Promoting
Buzztime Arcade
Games



8,200+ Arcade Game
Sessions During Happy
Hour/Prime Time in
3 Months



The Buzztime Tablets are always in use and highly sought after. Kids love the arcade games, and parents thank me because their kids are so happy.

Jenny Nickola, General Manager of Native Grill & Wings in Mesa, AZ



ABOUT

Founded in 1978 as “Native New Yorker,” Native Grill & Wings is a thriving franchise with locations across America. The Mesa, AZ location – known as “Native” to the locals – is a favorite spot for busy families on weeknights, and sports fans on weekends.



CHALLENGE

Native General Manager Jenny Nickola saw an opportunity. She noticed families rushed through dinner (and ordered less) because their kids got restless. Jenny’s objective was to offer every guest – including kids – a Buzztime Tablet which included access to the digital arcade. Her goal was a 10% boost in arcade game play and an increase in guest visits over a 3-month period.



SOLUTION

Buzztime coached the Native management in best practices for getting guests engaged with the games and trivia. The key was showing parents and children the kid-friendly arcade.

Hosts were trained to offer tablets at seating and servers followed up, too. The TVs in Native were set up to show Buzztime trivia and poker. Plus, Native turned on the Buzztime digital signage system. It was easy to promote the arcade games because Buzztime provided free ad templates – all Native had to do was add their logo.



RESULT

Buzztime Arcade to the rescue! Busy parents could unwind as kids played on tablets. Other families used the games as a bonding experience – challenging each other to trivia questions. The result? Families stayed longer and ordered more.

Want to learn more about how Buzztime could help your business? **Let's talk.**



buzztime.com/business