



## THE DATA POKER GAME



**Getting employees to consistently and properly gather customer data for your future marketing contact can be like pulling teeth. Here's an idea to put some fun in the job.**

Employees in most bowling centers are not very productive in the area of obtaining customer information either in quantity or quality. You no doubt have made up birthday club sign up forms, various data cards to be used for games or contests employed during open play, coupon redemption info cards or customer survey forms that can gather important customer info....yet your staff only gets customer info from a handful of your guests.....Why is that? A number of reasons come to mind and they all point to you!

- √ **Employees weren't informed early on in their hire that this was an important part of their job.**
- √ **They aren't reminded over and over the importance of the issue.**
- √ **There is no penalty for non performance in this area!**
- √ **You haven't established rewards for positive actions of collection.**
- √ **You haven't made it fun for employees to actively participate in data collection!!**

Here's an idea that might help you make progress in the areas of fun and reward. Establish a.....**Data Poker Card Game**

### - Data Poker Card Game -

Get 5 decks of playing cards, shuffle them together and establish a system where in each time an employee turns in a properly completed customer data base form they are awarded a playing card. Once the 260 cards have been drawn (260 new people in your data base), the best two poker hands win cash prizes!....Perhaps \$100.00 1<sup>st</sup> place and \$30.00 2<sup>nd</sup> place (your cost 50¢ / per data card). All employees have a chance to win.....The more productive ones improve their odds. Repeat the poker game over and over until (if) the fun and challenge slows or stalls....It just might work for quite a time, poker is hot fun currently. FUN and REWARDING.....sometimes it takes a game to get results, so.....*Deal Em!!*