


# Road To Recovery

SURVIVING THE COVID-19 PANDEMIC





A low-angle, upward-looking photograph of a diverse group of people standing in a circle, looking down at the camera. They are all making peace signs with their hands, which are raised towards the center of the circle. The people are wearing various clothing, including a red shawl, a green sweater, a blue face mask, and a white face mask. The background is a clear blue sky.

Dear Customers, Partners and Friends,

In 2020 our industry was truly on its knees. With no precedent to look to for guidance, we had to make fundamental changes overnight.

This year will be an opportunity for us to rebuild, survive and thrive with every learning in mind. We've proven that we're more resilient and creative than any other industry. We've seen how our customers prospered and thrived during the pandemic simply by embracing the right technology to unlock a more sustainable and profitable business model.

COVID-19 forced a transformative shift in tech adoption, almost overnight. In a matter of months, we were scanning temperatures, doing mandatory QR check-ins. Contactless experiences became the norm and operators and customers were forced to adapt. There's no doubt that technology will cement its place as a fundamental player in the future of our industry's future.

Fortunately, the vaccine is looking promising so let's latch onto that glimmer of normality. Until then, we can continue to create magical experiences for guests, and provide much-needed fun and warmth in many people's lives.

**Renee Welsh**

Chief Executive Officer  
Embed / Booking Boss





COVID-19  
2019



GLOBAL  
FINANCIAL CRISIS  
2007-2009



# A RESILIENT INDUSTRY

SARS 2002-2004



GLOBAL  
FINANCIAL CRISIS  
2007-2009



H1N1 Pandemic  
2009-2010



We've seen how  
resilient our industry  
can be.

# PROSPERING DURING THE PANDEMIC



TICKET TIME



FUNLAND



LUV2PLAY



SCARY STROKES



BILOXI MARGARITAVILLE



# INNOVATION IN A CRISIS ENSURES SURVIVAL

The COVID-19 crisis presents an opportunity that few feel equipped to pursue.

**Although most executives agree that innovating the business will be critical ...**

**90%**

believe that the COVID-19 crisis will fundamentally change the way they do business over the next 5 years

**85%**

are concerned that the COVID-19 will have a lasting impact on their customers' needs and wants over the next 5 years

**... few feel equipped to face the challenge.**

**21%**

have the expertise, resources, and commitment to pursue new growth successfully

**2/3**

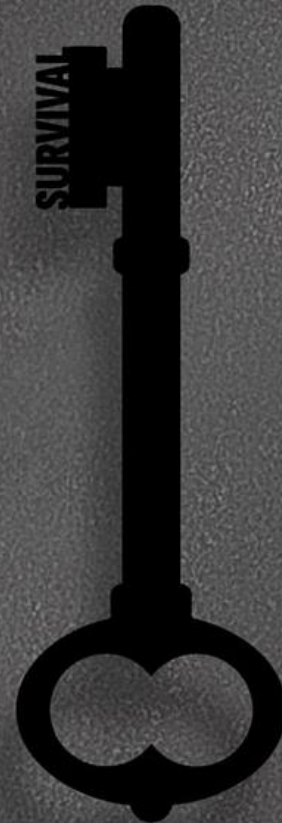
believe that this will be the most challenging moment in their executive career



# INNOVATION IS KEY

Sudden pivots observed during the COVID-19 pandemic include:

- Changes to Sales Models
- Need for New Offerings
- Rapid Changes in Consumer Behavior
- Influx of Competitors from other Industries



1. Adapting the core business to meet shifting customer needs
2. Identifying and quickly adopting new opportunities being created by the changing landscape
3. Reevaluating the innovation initiative portfolio and ensuring resources are allocated appropriately
4. Building the foundation for post-crisis growth to remain highly competitive (not evolving is not an option)





RECOMMENDATIONS  
TO GET YOU  
STARTED ON YOUR  
ROAD TO  
RECOVERY







# 1

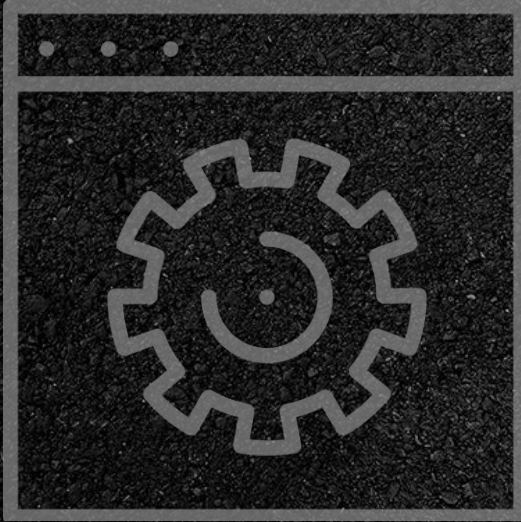
## MANAGE CASHFLOW

Improve your cash flow by controlling your costs, implementing [cost-cutting strategies](#) when necessary, and monitoring your kitchen and redemption station inventory.

During a crisis, you can also reevaluate and negotiate your payment terms with your vendors, suppliers, and landlords, plus take advantage of any assistance offered to your business.

Preserving your cash flow is the key to success in the new normal.





# 2

## EMBRACE AUTOMATION

Combat operational oversights with real-time reporting so that you can make necessary adjustments immediately instead of wasting an extended period collecting and analyzing data through manual processes.

The [automation of business reports](#) is useful to operators because it highlights the path to success and informed strategic decisions in your overall business plan.

Automation isn't just a time-saver; it can keep money in your pocket.





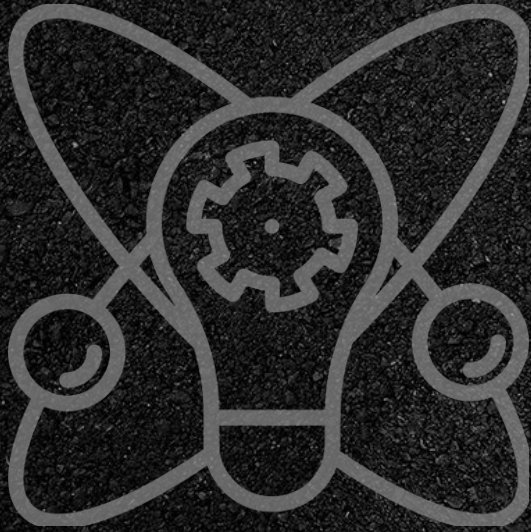
# 3

## FOCUS ON LOW-TOUCH EXPERIENCES

Attractions like Laser Tag, Bowling, and arcade games require players to touch items such as bowling balls, guns, and joysticks to interact with the games.

While FEC's will never eliminate the hands-on environment, each operator must investigate ways to reduce exposure in high-touch, high-traffic areas. Something as simple as changing to [contactless gameplay and payment transactions](#) can significantly reduce exposure throughout your entire location.





# 4

## LEVERAGE TECHNOLOGY

Implementing an [integrated business solution](#) in your business offers countless features that help manage your business, control business costs, expand sales opportunities (by programming promotions), and dramatically improving your guests' experience and loyalty.

Having holistic and in-depth visibility allows you to make business decisions that build your business, like fine-tuning guest packages, game options, and membership programs that deliver a better guest experience, driving return visits, higher average guest spend and futureproof your business.





# 5

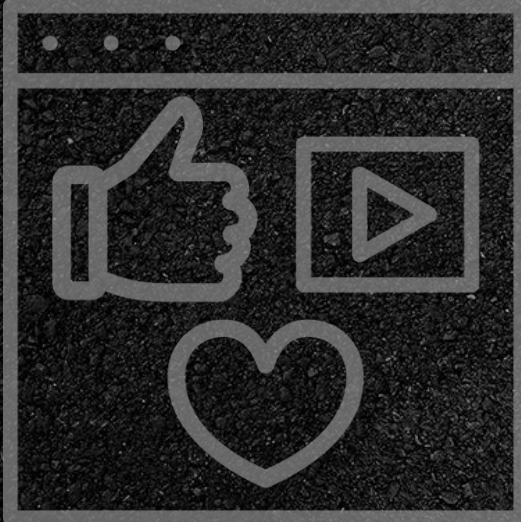
## PRIORITIZE HYGIENE

More than ever, your cleaning procedures have taken center stage, and our industry is investing more resources into elevated cleaning protocols than ever before (and cleaning more than ever before.)

Creating a cleaning schedule helps streamline your hygiene regime, and knowing what's in your cleaning products can help keep your business from going up in flames (literally).

Using [non-toxic cleaning products](#), free of a myriad of toxic chemicals, can provide a longer-lasting, safer alternative for your guests, employees, and community.





# 6

## STREAMLINE COMMUNICATION

Being efficient and knowledgeable in how you interact with guests is one of the most important things you can do, not only for operational efficiency but also to build brand awareness and guest loyalty.

You can easily [market without an in-house marketing team](#) by utilizing no-cost social media campaigns, on-site signage, and free industry-resources.



As we look forward to the next new-normal, consumers are already demonstrating a preference for companies that deliver great service while reducing health risks along the customer journey.



EMBED COVID-19 RELIEF ACT

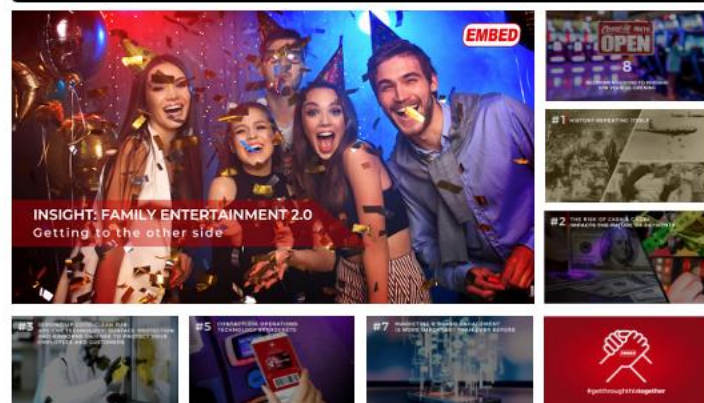
# EMBED COVID-19 RESOURCE CENTRE

ACCESS YOUR FREEBIES **HERE**

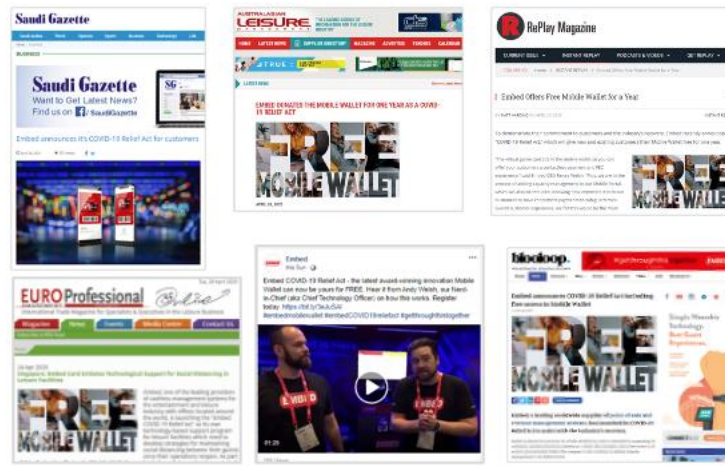
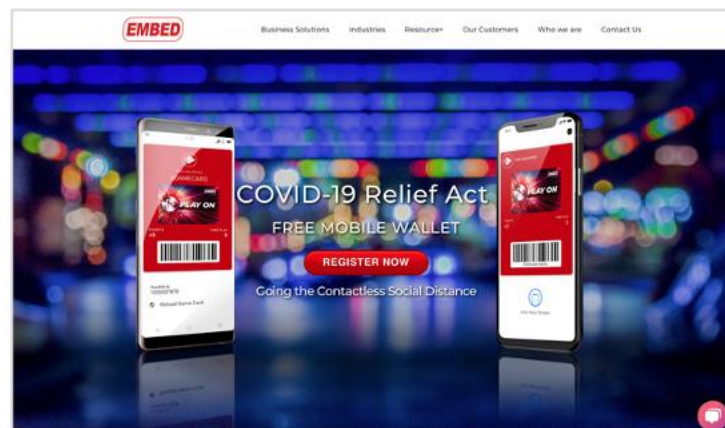
## FREE WHITE PAPERS



## FEC 2.0 – THE OTHER SIDE



## FREE MOBILE WALLET



## FREE CREATIVE RESOURCES

### REOPENING CREATIVE TOOLKIT



### MOBILE WALLET CREATIVE TOOLKIT





**Middle East & Africa**

[salesME@embedcard.com](mailto:salesME@embedcard.com)

**UK & Europe**

[salesUK@embedcard.com](mailto:salesUK@embedcard.com)

**North & South America**

[sales@embedcard.com](mailto:sales@embedcard.com)

**Asia Pacific**

[salesAP@embedcard.com](mailto:salesAP@embedcard.com)

Sign up for your

**Free Mobile Wallet & Mobile Portal here**

<https://www.embedcard.com/COVID-contactless-free-application>





#getthroughthis**together**