

Cloud. Awesome. Well, thank you so much for coming on, Larry. Really appreciate it. Uh, for people who don't know about you or, or Party Works, um, tell us a little bit about yourself and, uh, software that you have. Well, thanks for very much for having us on your podcast. Appreciate the opportunity. Um, I started Party Works in the year 2000.

Before that I was working happily at a big software company in Silicon Valley, and they were pioneering the concept of self-service software, but focused mainly on really large organizations. Okay. And so I was a, I was a sales rep for them, uh, calling on companies and looking for ways to automate and save them time and money on routine business process.

So you can imagine a company that has, you know, a hundred thousand employees or tens of thousands. The HR department becomes a cost center, and so executives are looking about, Hey, how can we reduce the cost of a \$50 per visit estimated cost. Per, you know, a staff member to come in and change their phone number or they get married or something, how can we turn that into something easier and cheaper for everybody?

Yeah, so that's what, that's what we would do is look for ways to put in some self-service software tools or options. So the staff could do that work right at their desk. Okay. And it, and it took cost down from roughly \$50 a visit to about 50 cents. Wow. . So, and this was back in the early two thousands. So this concept of self-service, you know, is all throughout our economy today.

Mm-hmm. , an example would be a hotel. Um, heck, I would not want to be a hotel today that didn't have online reservations. Right. It'd be, it'd be at a serious disadvantage. Absolutely. It'd be crazy. So, well, everything was fine until nine 11 happened, which, um, changed my world as it did so many other people.

So I was in the fifth round of job cuts from this company and was kind of facing a fork in the. Try to find a job when there really wasn't any, or take my 401k, raise a few dollars and start this company. We're we're actually known as, we're, we're actually known as self, self-service system. Sorry. There's mm-hmm.

Glitch right there. And Party Works as a name we use for the entertainment market. Mm-hmm. . . So, so that was a big risk and it took some time to get going, was able to hire some, uh, excellent engineering talent. And I was kinda like you Forrest a sales guy with an idea. Right? So just like many other entrepreneurs mm-hmm.

you work long hours, work with people, get tons of feedback and keep improv. So that took some time. And, uh, that's what I've been doing now for, for, it's our 21st year. Wow. Yeah. Yeah. That, that's some serious time in the game. Absolutely. Mm-hmm. . So now, um, you work with, with all different types of, um, businesses, like in different industries.

What, what are some of the ones you cover? Obviously, you know, we have you on the, uh, striking Success podcast, so Bowling's a big piece of it. Uh, what, what, what, what all do you. . Well, all of our customers have two things in option. Mm-hmm. , they all rely on reservations. They need to see a steady stream of new people coming in the door, and all of those customers, or more and more every day want to do the transaction online.

Right. So those are the two things. If they have those two uh, requirements, you know, they could be a. Fit for Party Works. Okay. And so then again, so then tell me a little bit how, you know, you've guys have worked with some of the bowling space, cuz that obviously has its own kind of, uh, challenges with getting lanes and, you know, w w h.

How has that changed your offering at all? Or how, how do you guys work with that specifically? Uh, par I'm getting a lot of feedback in my, anything you're hearing on your end? No, it looks like you had a, um, you haven't, you're, you're joining. So, ah, I dunno if you're joining from a phone as well, or No, but it sounds good on my end.

Okay. So the question is, how do we work with bowling centers? Uh, we had a call two weeks ago from one of our clients that's adding laser tag. Mm-hmm. and arcades to their facility and want to, uh, be able to let people book those things online. Mm-hmm. So, so that's one of the, oops, sorry. Don't, I think I removed it.

Okay. Oh, that's much better. There we go. Yeah, that was, that was horrible. . I was hearing everything four times. , . I kicked Yeah. You, you some, somehow you were joined twice. I kicked it out. Um, but through, there we go. Okay. Well, one of our largest bowling center customers has 14 centers. Oh. And we have de developed over the last couple years, a multi-location manager.

So in a previous life I was a, uh, marketing manager at a company that had about 20 remote offices, and I was supposed to collect all the data from those offices. Mm-hmm. to roll 'em up into a common database. And that was like pulling Keith. Yeah. Trying to get all of the different people to send me their data.

Right. So this multi-location manager just collects that automatically. That's email addresses, orders. . Um, so a manager with access to that can just look and see a report with pie charts or look at individual locations to see how they're doing. Oh wow. Okay. So that's been huge thing to see, okay, what center may need some attention?

What promotions are working over here? Um, so in addition to expanding their offerings, The ability to quickly on a dime change from, let's say, a Thanksgiving event at your center to a Christmas, a New Year's, a Super Bowl, and get that promotion quickly out the door to your mm-hmm. prospect is huge. You know, you're not printing flyers and putting 'em out and all this.

It's instantly out there on the web. Yeah. Right. So could you turn it on? Yeah. Mm-hmm. . So that's what we're doing. We're hel and most of our customers pretty much all have been first time users of really any e-commerce software. Yeah. In fact, you know, I could imagine. Yeah. So this is first time for them, and they have a lot of questions.

Um, so it took a lot of education in the early days to help them see the benefits. Mm-hmm. , they were, they were afraid of losing control over the process. , or the big thing was lack of personal touch. You know, people won't feel warm and friendly online if they do it that way. Right. I think over time both of those things have been flipped on their head.

Um, number one today, if you, if you don't have an easy way for people to book, you know you're gonna lose a lot of people right there. Yeah. That's the expectation, right? Yeah. Mm-hmm. , and it turns out with a consistent, repeatable process, like an online booking. That's what you give your guests every time, right?

An online consistent, repeatable process. Mm-hmm. , it removes the, um, the different personalities that could be involved when the phone rings and someone answers it at your center, right? Yeah. And then, then also if someone's busy, you know, they can't pick up the phone or it's after hours, you know, there's a lot of things there where that opens up that, that booking capability.

Well, in today's world where there's a shortage of. and customers are online like never before. Mm-hmm. , it's a perfect storm for what I call the moment of decision. So if you look at your average sales funnel right at the bottom of the sales funnel, that's what I say, that's the moment of decision. Mm-hmm.

how you, the business, expect that customer to move forward. Right. You can, and I'm, the moment of decision is when the client goes, you know, the light bulb goes off and they say, Hey, we're gonna go to this bowling center. Mm-hmm. , you know, next. At that time, you know, you can either direct your customer to email or phone or something like that, which is very risky today.

Yeah. Or you can direct, direct them to Party Works where we handle a variety, uh, much more than just the online booking part. Right. Yeah. Cuz you know that, you know, they, they're interested in that moment and if you don't get 'em at that moment, they might lose. You know. Oh, it's crazy. Exactly. I just, uh, made a long trip across the US and Canada.

My iPhone was my best friend, for finding hotels. Right. For food. Right. And if you're not there, uh, you're not participating, really, you're missing out. Yeah. You almost don't exist. Yeah. So our role here at Party Works is really to offer some easy to learn, easy to use software. Mm-hmm. , because so many staff today have iPhones or iPads or computers.

It all runs on those device. Um, so people can check in from home, you know, the staff can see what's going on from home or take care of business that way, right? In a more mobile, mobile friendly. Yeah. Now, how, how far does it extend past the booking for what you guys do? You said, you know, you have a database.

Is there something where you have a C R M attached, or how do you share the customer data with like, your, your cu like your, you know, say you're working with a center and someone makes a booking, do you share that with the, the client center that you have? Or what, what do you guys do with that information?

Or tell me a little bit about what past the booking, what that looks. Sure, there's two ways, there's several ways to get into Party Works, um, and what we, we call it kind of a multi-function software system because we know that about less than 20% of the people who land on a website are actually ready to book something, right?

Many are shopping, they're planning, you know, they're looking out to see what's out there. So at multiple points, if you're booking or inquiring or sharing, We're gonna collect information that is stored in the Party Works database and the center can then use at their, you know, convenience for email marketing or whatever they want to do with it.

So all the information stored. I see. Okay. And then do you, do they export that into some system to send out emails or they can do that through your software or, uh, where does that communication go from? Right now it exports into Excel. Mm-hmm. So they can just put it into constant contact or mail chamber, whatever, whatever they happen to be using.

Yeah. Okay. Nice. Yeah, cuz that's always, you know, um, we were just talking to, to Bart about that recently is how important that customer data really is. And a lot of people don't. A lot of, a lot of proprietors haven't quite seen it. A lot have, but, so they're just now starting to realize how valuable that information is.

Oh, it's critical, yes. Mm-hmm. , I see us, we'll be doing more in, in that area, in the. So it's a neverending, pro progressive stream of software development. Right? Right. We listen to our customer, we constantly listen to our customers. They tell us what they need. You know, we engineer it in there and we just continually solve new problems.

Mm-hmm. And new technical challenges that come up. Right. The neverending list of feature requests. Right. . Exactly. Can you do this, ? Absolutely. That's what keeps us in business. E. Exactly. I tell you. The most important thing I've learned is a great service ethic, right? Yes. Mm-hmm. , there's, when we started there was, we may have been one of the first companies to do this.

Now there's, you know, a bunch of competition mm-hmm. , but the service ethic of taking care of your comp, your clients, because again, many of them have never done this. You know, businesses today run on software. Yep. And it's something they may not have been used to in the past. Mm-hmm. . So they need a helping hand, some guidance, some coaching, and that's what we like to.

Right. Yeah. Cuz until they feel confident using it and their customers using it, they're not really a, you know, bought in until they, they understand it. Yes. And it's so easy to use. It could be online in a few days. Right. And then they get an email. What new order came in? Oh my goodness, how great is this?

Right. Yeah. Let, let, let's, let's talk about that actually. Um, the, you know, the, the bowling Center's customer, their booking experience, what, what is that like? Do you guys have it down to just a couple of clicks or, uh, tell me about how you can make, how you guys have made that as easy as possible. Okay.

Because that, that's one that I've, I've run into with some of the other ones. I won't name names, but some of them are a little more difficult to actually. . Yeah. Ease of use is critical. Our very first customer to, um, I was shopping around, I had the technology, but it was for a different market, the same technology.

Mm-hmm. . I was shopping it around back in the day to figure out where is it gonna be a good fit. And I approached a family fund center where my son was working part-time as a high school student. Mm-hmm. Hmm. , uh, the general manager called me back in a few weeks. I went and saw him and said, Larry, Booking of a birthday party is one of the most complicated, time consuming parts of the entire family entertainment business.

Right? Yeah. It takes up a lot of time and staff resources, right? But the mom, you know, has a lot of questions and it's gotta be easy. Anyway, he was our first customer. We built in the ability to. To make it easy, but graphically pretty. I mean, our customers can put their images in there for add-ons or whatever they wanna represent that activity with.

Um, we have a set of questions that are customized for each thing being booked, and this is to pull out the details from mom about what she really wants. Mm-hmm. so when she walks in the door, there's no issues. So we constantly get feedback on it being easy to use and navigate. Right. And very customiz. So our customer can customize the heck out of it.

Yeah. That, that's always that dichotomy, right, is the customization requires more of the setup, but it's more customized, obviously. Or the, the more basic version is just, you know, out of the box. But it's limited, you know, that's always what I've seen is the, the, the kind of the decision you have to make.

Yes. And so we have custom graphics, uh, that our team makes for people. We want it to look great on an iPhone or any phone. Right? So a pleasant experience, and it retains the brand of the, the website and the company, of course. Okay. So using the same color as logos, et cetera. Mm-hmm. . And now, do you guys, uh, take payment at the, at the, like you said, the moment of decision, or is that something they have to do when they show up?

Or how do you handle. No, that's another great benefit. Like I, I think I mentioned about 75% of bowling centers don't have any way to take credit cards or any real online presence beyond maybe a website. Yeah. Um, so yeah, we have five payment processors, so we, depending on what the bowlers, maybe they're using, uh, card Connect or something.

So we get their card connect information, plug it into Party Works so they can take payment online directly at that moment of purchase. Yes. Yeah. That's nice. And you don't have to handle the. No, nobody has to handle the money. Yeah. It just goes, goes straight into their bank and they can, uh, charge more at different times if they have, uh, kind of on demand pricing.

Dynamic a little bit, right? Yeah. Mm-hmm. , so they can charge more on a Friday night than a Sunday morning, for example. Um, they can collect payment. They can also collect a deposit or the full amount. Mm-hmm. Hmm. . So it depends on the centers. Some like a deposit, some like the full. Yeah, but very easy to collect the payment.

That's, that's huge. Yeah. That, that is, yeah. That's a big deal, especially from a marketer standpoint, for the attribution to see what's working. If you can tie a sale back to some kind of marketing effort, it really helps reinforce if you're, you're doing, you know, what's working, what's not. Well, that's another benefit of the automated approach, if you can see.

So imagine before a party works, the phone rings in a center, somebody writes down the information. Mm-hmm. . Well, how do you repurpose that piece of paper? Right? You've gotta distribute the information to everybody else on the team and sit down and. What are you gonna do with it when they go through the party works path, right?

We collect all their information, their payment, all of the details. Do they want lanes? Uh, what size, you know, pizza, would they like what choice of sodas or whatever the case may be. They can package the add-ons with the package so they have a nice, um, you know, offering. Yeah. And then does that connect to their booking engine too, or what, what's, do you guys serve as the central calendar or how, how does that.

Yeah, we serve as a central calendar. Okay. So like if someone, if there's a walk-in, they'll book it. They'll have, you know, party works up on the screen and they book it right into party Works there. They could, our bowling center customers come in all shapes and sizes. Some use a big, a big company, software packages mm-hmm.

that are integrated with all kinds of stuff. Most of our customers aren't at that stage yet. Yeah. Um, so they would, they would use Party works for everyth. Or if they happen to be using the, uh, a bigger package, they could still take the order and party works and much like they would do over the phone if somebody called, they would just enter that into the next system.

Yeah. Okay. Yeah. Cause that's always, uh, difficult if you're trying to run parallel systems, but if you can do it all one, it's much, much nicer. Yeah. Yeah. So Party works. For the businesses we use is really their only scheduling system. Yeah. Okay. Yeah, that's nice. And then back to the payments, do you guys just, uh, run through the, like the credit card processor just run straight through?

Or do you guys, uh, charge a processing fee or how, how does that work for you guys? No, we're members of the BPA a smart buy program and there's special pricing. It's just a fixed flat monthly rate. There's no any other fees. The credit card, you know, fees charge their piece. But we had just, yeah, it just passed.

Yeah. Okay. Just, you know, that's nice. Yeah, yeah. Yeah. Cause we found, we, we found that nobody wants anybody else to be holding their money. . Right. Exactly. Yeah. Itscar you can. Right. And, and, and you too, as the company, you don't wanna be liable for that too. No, and the credit card companies have made it so easy.

Who wants, you know, let's pass it through. So we want to, you know, add as many of those, uh, processors as we can, so mm-hmm. , it makes it easy for vendors that are already using a processor just to plug that into party works, right? Yeah, that's nice to do. Yeah. That's, that's really simple, right? Yeah. The, then it, like you said, it's just a matter of the flat fee then that you guys do as, as the smart buy.

Yes. Okay. Very nice. And we, we don't, and we don't have any contracts. That's something I learned when I first started the company is like, what am I gonna do as a small company if somebody doesn't pay me? It's strictly month to month. Mm-hmm. . Um, and that's it. And we offer 30 day free trials too, if any centers are interested in just checking it out.

Hmm. Yeah. Yeah. That, that is nice to have. We, we do the same thing just cuz you know, you, it's almost like. Put it back on yourself, like, I should earn it every month. I should be good enough that you want to come back every month and decide to, to stay with us. Exactly. I mean, that's the way it works. Right?

Absolutely. Mm. Um, great. Well, so then, um, we talked a little bit about, you know, how you got here in, into the industry and, and the, you know, the birth of the company. What, what's some of the stuff that you're seeing work for some of your, you know, your better performing centers today?

Um, any special promotions or how who, the people who are doing a lot of bookings, what are they doing right that other people can try?

Sure. Well, one thing is, I'm gonna use an example of a company down in Texas, interviewed him recently and said, what kind of results are you seeing? Mm-hmm. . And so from a. From his customer's perspective, he said, Larry, when my customers show up, they're better informed. They found all the information online, they've answered the questions we've asked.

If they want lanes, we'll have lanes. So a serious drop off on the he said, she said. Hmm. Um, okay. We're, we're seeing them spend more because they paid the deposit or the full amount before they arrive. They feel like, like, what the heck? Let's spend a little bit more money. Yeah. And then they almost reset when they get there.

Right. I've, I've heard that too. Like they already, they don't feel it in their pocket because they already paid for it. Then they get there and they spend more money cuz they don't associate the two. Exactly. You know, that's just human behavior. So that's worked out for him. From his staffing side, he says, Larry, you know, before Party works, it was kind of guesswork of who's coming and when.

How many people are gonna walk in the door tonight? Yeah. So with With Party Works and now they insist 100% of the reservations go online. Hmm. Because it provides that consistently, uh, consistent experience. Yeah. Checks, availability, collects the money. It's predictable, but they can also meter out when people arrive.

Right. This particular manager came from a construction background and he was looking at the throughput of customers through his building. Mm-hmm. and noticed lots of people standing around the check. . So with Party Works now they can meter her out, who's arriving and when, and staff effectively. So they're not surprised when a big group walks in.

Mm-hmm. , they also get, uh, better, uh, visibility into upcoming orders. When people purchase add-ons like pizzas, he says, heck, now I know how many pizzas to make. How many cheese? Right? How many roll? Right. So from sched scheduling, customers arriving, You know, with a regular cadence. Um, he was also surprised when people book and win, not realizing what a 24 7 society we live in when you might work regular hours.

Interesting. But yeah, people were booking at all kinds of crazy hours all around the week when normally they weren't, weren't there to serve those guests. Right. And then they might have missed that moment of decision like you were talking. Yes. And I've seen, uh, people say that guests are coming from farther a field because they can book online, have some certainty and plan.

Yeah. Versus let's drive over there. Good point. And see if we can get a lane. Right, right. So yeah, you're not gonna drive 45 minutes just to hope that a Elaine's open. That's a great point. Yeah. Right. So it just opens up. Well, the bottom line is the customers are driving the demand. They don't want to call and talk to somebody or get a voicemail, and we know how that works.

Right? If you return the call half the time they're not there. Mm-hmm. and they never call you back. So that opportunity's gone. So closing off any opportunities for customers to filter out of the sales funnel? Mm-hmm. is critical, right? Yeah. Plug those holes. Exactly. Mm. That's very cool. And now is there anything that people are doing to get more bookings or like, you know, like putting it into their Google My Business profile I've seen or on their website or pushing it out on their email blast or what, is there anything people are doing to try to get more bookings?

It's work, working well that you're seeing all of those things. You know, if you look at the Sales Funnel Party works gonna fit up there because all of the content that goes into the party work system can be found by Google, helps your SEO and to be. Shown in the search. Yeah. We also have, uh, share buttons built throughout our system so people can easily share.

I might be a, you know, a church admin, planning some kind of a fundraiser. Oh, wow. I'm gonna send this to my associate here so people can share information about the business. Yeah. Um, but we recommend people connect to, you know, their book now button to Facebook, all their emails, texting, anything they're doing.

Any communication should be driving. , because when you think about it, if I'm not driving them to an automated self-service system that's available 24 7, that can handle any surge in mm-hmm. , you know, business. Right. I'm sending them to something that might just pile up a bunch of messages. Right. Yeah. So, so how do you effectively spend the dollar on marketing to make sure you get the money out the other end instead of getting bogged down in somebody's inbox?

Right. Yeah. And hoping that yeah, your, your team is gonna get back to 'em in. Yes. And customers don't really want to call. I read an article in the New York Times yesterday that people hate phone calls. Yeah. Especially younger people. This was on a personal level, but if they don't like calling their friends, they're probably not gonna want to call and get put on.

And plus, you know, you can't explain stuff clearly that well over the. True. Right. We live in a visual medium. So if you saw a party works customer, you'd see the pictures, the add-on images, all of this stuff that gives 'em some idea. Yeah, that's a good point. You know, it just eliminates the confuse. What did I hear on the phone?

She said, I could bring six people. I'm bringing 10. I've gotta pay more. What? Right. You know, so. Yeah. Or do you wanna add a pizza versus a picture of your pizza and, yeah. I, I see what you're saying. Yeah. Much more. Much more. Uh, Yes. Mm-hmm. . Absolutely. So what are they doing in marketing? Right? It's just put that book now, uh, inquire Now, uh, we have people using party works for a job, you know, inquiry.

Mm-hmm. . So it's, it's a, it's a multi-talented tool because again, we recognize about 20% of the people at Get there are gonna click a book now button. The others might be planning a fundraiser. They want to sign up for a daycare camp. Yeah. Uh, whatever. Right. So they're a field trip or a waiver. If you have something that requires a waiver mm-hmm.

Now, is there, um, a difference in the, um, I guess guest experience, depending on the size of the event? So like, if it's like, you know, just a, a two lanes for a group of 10 people versus, you know, a 50 person event, does that change what the experience is like? Or h how does, how does that work with, with, uh, your.

Sure. Well, of course the, the venue can create a 50 person event and we actually have the ability to hide. We can publish an event, but hide it from the outside world so the staff can see that configuration, what's in the package. They can work with the client one-on-one. Yeah. Or they can. They can publish that and the client can then ask, there's gonna be certain specific questions.

How many guests are they, children and adults? What is a theme? Would you like, you know, whatever. Mm-hmm. , here's a special add-ons. The add-ons could be for a large group. Um, so from that perspective, it can handle, you know, large groups too. Uh, it kind of depends how the systems configure. Depends what they wanna do.

Yeah. Cuz I've seen, yeah, some people will have two different systems, depending, they'll have like a cutoff or say if it's less than 15 people just book a lane straight from here. If it's a large event, go over here. And this is a different process. Yeah. Two different things. The on the party managers, how they do things when they want to get involved.

Mm-hmm. , I would say one of our key things is at that moment of decision, if we could get somebody that's interested to fill out a field trip request form or um, uh, you know, some other group event request with the details different than just an email, Hey, contact us. Right? The party works form's gonna be specific for what the party team wants to know, so when they get it right.

here's what we're dealing with. We got all these things. Yeah. Yeah. Saves a lot of time. They can get back to the person quickly. Yeah. And in sales, you know, time is everything. Yep, exactly. Yeah, because, because we do a little bit of that as well and we've found it's, it's definitely a balance because you don't wanna ask for too many things upfront, cuz you'll get a drop off in the response rate.

But if you break it up and you just get contact data at first, and then you do a follow up and say, Hey, here by the way, here's what we need to get started, then you'll get a better compliance. And even if the person doesn't fill it out, you still have their contact information to follow up with them.

Breaking it up seems to help. Yeah. Lots of different approaches. Mm-hmm. . Yeah. And now, so for your booking portal, is it like a product base where it's like a link to a product and they book that product? Or like what's the starting point? Because that's one thing I've seen that really differs from software to stuff.

Software is like, what's the first step? Do you have the pin in the date or you start with a product, or tell me a little bit about that process. . Oh heck, I could show it to you, but I don't know if that'd be appropriate now, but, uh, people can, we've provided two options. So first there's gonna be a link to Party Works.

Mm-hmm. , and you can link to different things. Inside Party Works for specials and stuff. Okay. Um, but they're gonna link up their, you know, book now. They're gonna be on Facebook book. Now it's gonna take 'em to the Party Works sales portal, which has their banner customize their colors, et cetera. Okay. Uh, the guest, the guest will be able to choose by package.

Or choose by date. So if they have a particular date, you can do either. Yeah. Two choices. That's nice. That's really nice. Yeah. Right. And if they're not interested in that, there's an inquiry, a customer service tab where they can mm-hmm. see a variety of things they can do or. Send a, you know, a share to somebody else.

Yeah. Okay. Yeah. That, that's helpful because some of the ones I've seen, they force you into doing it one way and that's not always what the customer has in mind. Yeah. And so they're like, think that they're halfway down the funnel, but then they just start over and start at the date and it's not clear.

And, you know, um, some of 'em are, are more seamless than others. Yeah. So we listen to our customers and they're very, you know, they give us a lot of feedback. Over the, over the years it, it been some great ideas. Yeah. You know, love our customers again. They don't have to pay for us every month if they don't want to.

People have been with us for years. Mm-hmm. , it's really kind of a trust service thing. If they ever need us, we're there. I mean, that's critical and Yeah. And we're, we're also a customer funded company. We don't have big outside investors. Hmm. Um, we just, we just work with our clients and almost from the first year, that's the way it's been.

Yeah, that's, that's really nice. Cuz then you can act, you know, you're not worried about, uh, big investors coming through, cutting costs and service and trying to squeeze out every last dollar. Exactly. Yeah. . Exactly. Cool. So we've talked about, you know, uh, how you got here, what's working today. Let's talk a little bit about the future.

Is there anything you see on the horizon or what are some of the things that you guys are working on today, um, for, you know, the next, you know, call at six to 24 months? Okay. Well right now we're developing our own in-house api. We see integrations with other products as key. Okay. So we're gonna continue to build out our product and, you know, think of it as a center of excellence for the self-service software that we do in our niche.

Yeah. But then we, we want to partner with other tools because, As we know, every software tool out there is its own silo in most cases. Right? Unfortunately, yes. And when. Yeah. And that makes life more complicated. Mm-hmm. for the center owners and operators happening to learn all this different stuff. So integration with other key tools is definitely on our radar.

Mm-hmm. and I, I see a more complex scheduling environment coming up as the centers are adding more things, more activities. Right. You know, the different events, arcades and, and we have some of the volleyball as well. Right. The whole thing. Mm-hmm. . So they're definitely evolving into more of the entertainment center, uh, type destination.

Right. So we've gotta be ready to handle all that. And we have a lot of customers that do that now with multiple categories of mm-hmm. different activities. Yeah. I would imagine for the same, it, it's, it's the same basic premise, right? Inventory and time slots for, for most of that. I would imagine it's pretty similar.

Well, exactly. It just might have, uh, within each one of those, you know, how many cat groups can we have, how many sides they have, right. The different rules. Yeah. Yeah. And then that makes sense. Having. People trained up, and the training is very simple. I mean mm-hmm. , it's like most apps today, it doesn't take, I mean, there's no books or manuals.

It's simply, okay, click this button, see what happens. Perfect. Right. Yeah. Yeah. And, and a lot of, uh, these places are, you know, at the front desk, it's kids anyway, and they take to the, the software very quickly to begin with. Oh, yeah. Also, it's a, it's, it's a game changer. Again, if you think of a. . Well, there was an article in the LA Times here recently about restaurants giving up on phones entirely.

Hmm. The ringing phone in a restaurant. What does that do to the staff and, and the guest experience? Right, right. The busy wait staff has to drop the guests, go answer the phone. Mm-hmm. with the same routine questions, you know, that they've heard a hundred times. So it interrupts that process. So now getting, this is just beginning right?

When you think about, when you think about the ringing phone in a business today. Can be a distraction. That's a great point. And there's better ways to handle that ringing phone, and that's to give people what they want. Mm-hmm. , which is some way to take care of themselves, you know, on their schedule when they're ready to do it.

Right. Yeah. I've always thought that, can you imagine if instead of a a, a phone, it was a person did that just cut in front of the line and stop the person from what they were doing and, and just interjected you? You wouldn't, you wouldn't stand. No. That happened to me years ago in an auto part store.

Right. Standing there waiting for some part and the phone rings and it's like, what about us? Exactly. Yeah. , you wouldn't stand for that if someone did that in person, but somehow on the phone they get by . Yeah, so, so technology's, you know, intercepting those type of calls. Yeah. Because a lot of 'em are not really good calls or just quick throwaway questions that they could easily get online.

Right, right. Without distracting the. . So yeah, I see more reliance on technology and, and back to that, if you don't have it, you're like an island out there. Mm-hmm. and everybody's out here and you're still, you know, it's not for everybody. Right. Not everybody needs this type of stuff. Yeah. But the, the ones that are, you know, trying to move into different categories, attract new customers.

Mm-hmm. , I mean, that's really what it's all about. Right. , and who's your target customer? A mom with kids, and who needs this labor saving and time saving option more than somebody like that, right? Absolutely. Yeah. Um, I, I would totally agree. And I, I'd almost push back and say that everyone does need it.

It's just a matter of who's ready to adopt it and when Well that's, that's true, right? Mm-hmm. . So that's where the education and uh, you know, we get a lot of calls from referrals. Mm-hmm. , right? They found us at another center or something, so, You know, the pandemic was a tragedy and a pain in the neck and destroyed millions of people's lives.

Yeah. But it certainly propelled the age of e-commerce forward. Right. And now everybody can see why can't at my small business offer the same stuff that the big business does. Right. And yeah, with Party Works and tools like us, you. Yeah. Yeah. Really lifted up that expectation that it's not just for, you know, the, you know, the Darden chains or you know, everyone else.

It's for, you know, your mom and your mom and pop store too. Yeah. Mm-hmm. . And I think the thing that excites me most is the ability for them to be so nimble. Mm-hmm. and thi this is a different business, but this is a roller skating rink of ours. Mm-hmm. . Um, they had an idea to sell tickets. And they called us up and said, wow.

Could, and this was during the pandemic, right? As a way to meter the people arriving and et cetera, et cetera. So they knew who was coming and Yeah. Uh, for the different slots, but within an hour they were selling tickets online to party works, and the response from their customers was amazing. Yeah, right.

I have 50 slots at 10:00 AM and he said we were able to raise the prices. Yeah. Wow. Also, so , but the, just the ability to have such an impact on your business by coming up with a quick promotion. Let's get it out there, book it now, you know, that's amazing flexibility that businesses need today. Yeah, absolutely.

Yeah. It's, you're, you're behind the eight ball if you can't have some form of that. Yeah. You're, you're at a disadvantage. Yeah. And there's no need to be. Right. The BPA has put together great pricing, got some great vendors that can help 'em out. Mm-hmm. people like yourself. Um, you know, there's a better day if they haven't taken the step.

Or just look at other centers that are using Party Works and see what they say. Right. There are, yeah. It's right there, you know? Yeah. Right. That's right. It's a word of. . Mm-hmm. . Yeah. And, uh, I wanted to ask you one more thing, um, just about that api. Tell me a little bit about some of the connections you're looking to make, because that, I am curious about that, how you make those different thing work.

That's something that, uh, we run into a lot is how do you, um, get all these different databases to talk to each other and play Nice? Yeah. Well, we just had a call with a big bowling center prospect, and they are adamant about needing integrations with, I'll say triple seat. Okay. And a financial product that escapes me.

NetSuite, I think. Hmm, sure. As, as we, as we look out there and see there's some really great, um, people that do other stuff that we don't. And so the API will allow us to more easily plug in without having to rewrite a bunch of code. I see. Right. So mm-hmm. , it's really a way for engineers to create, it's like a plugin strip on a multi plate outlet.

Yeah. We can just plug stuff in. So it could be for anyone. Yes. Or pos of course, it would be one of our first. Very nice. Um, do you do anything, are you planning to do anything with like a Zapier integration api? Uh, not yet, but Okay. Let's just common one that, uh, can plug to a lot of things that already pre-built.

Yeah, just curious. Awesome. Well, Larry, um, I wanna be respectful of your time. I know we're at the, the top of the hour. I, I could talk to you about this stuff all day, . Um, I've really enjoyed this. Me too. This has been enjoyable. Yeah, likewise. Um, but like I said, I do wanna be respectful of your time. If people wanna learn more about Party Works, what's the best way to, uh, reach out or, or, or learn more?

Sure. Party works.com and we spell party works with an I instead of an O and the word. , and that's kind of funny. When I started the company, there was actually a party works that was in the entertainment business, but rentals and stuff like that, so Oh, okay. Yeah, and, and I cleverly said, well, the, I stands for internet, but there we go.

Party works, party works.com or larry party works.com. Awesome. Okay, well, yeah. Um, we, we'll send this out to our, uh, our listeners. I'm sure you'll get some, uh, visits to the website. It's a great product. Um, but again, uh, thank you so much for coming on, Larry. This has been, uh, a great. It has been. I've really enjoyed it for us.

Thanks so much for reaching out to us. You bet. We'll, we'll talk soon. Okay.