

## Provision of secure contact center bookings, payments and inquiries.

Full contact center services for a leading bowling chain since 2011.



Average  
52,000 calls  
processed per  
month

CASE STUDY | 2024

### Profile

- **Industry:** Leisure
- **Employees:** 2,100
- **Turnover:** £130.5 million
- **Business:** Tenpin is one of the largest tenpin bowling brands in the United Kingdom, consisting of 54 bowling centers ranging from 10 to 36 lanes.
- **Challenge:** To find a trusted partner that could help them grow their business through customer intelligence and the delivery of excellent customer experience. They were looking for a partner that could handle all elements of their growing remote customer service needs across all channels, not just telephone.
- **Solution:** Full contact center services including an inbound IVR and agent-inbound services, handling of inquiries via webchat, secure payment services for the bookings of lanes and parties, professional handling of general inquiries and complaints, secure call recording, outbound payment chasing, management of online reviews (Trustpilot and Google) and social channel interactions (Facebook, Instagram, TikTok, Twitter/X).

### Highlights

- Average 52,000 calls processed per month
- Professional handling of all customer interactions resulting in a high Net Promoter Score (NPS) of 68\* or above
- Flexibility of service during peaks and troughs in demand
- Secure recording and AI-based analysis to drive business-critical decisions.

### Background

Tenpin is a leading UK operator of entertainment centers with a total of 54 centers across the UK.

In addition to over 1,200 bowling lanes across its estate, it offers a wide range of additional entertainment options including laser tag arenas, a range of Houdini's escape rooms, karaoke, state-of-the-art arcades, pool tables, table tennis, soft play and a great food and drink offering.

## Challenge

In 2014, Tenpin sought a contact center provider to handle all elements of their growing customer service needs. Eckoh was already known to Tenpin as it provided them with an IVR 'locate' telephone service that helped customers find their nearest venue. This was a natural route to expanding that service to handle the full range of customer service activities.

As the relationship developed, Tenpin looked to Eckoh to also support their customer service requirements across emerging digital channels; they looked to Eckoh to offer an omnichannel approach.

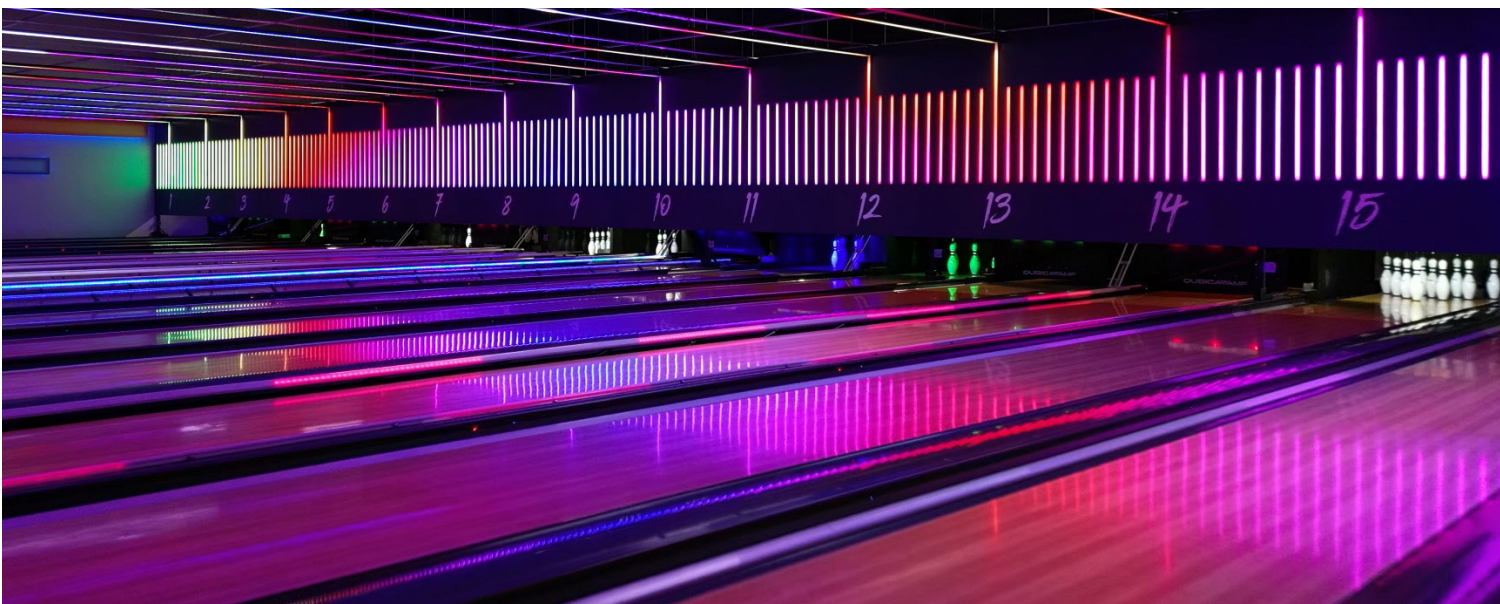
“Eckoh’s excellent service record made them a great choice for us when we looked for a new supplier of a complete end-to-end telephony solution including IVR, support and the live contact center. They provide an exceptional service for our customers while strategically driving both businesses forward with their continued improvement and development of their technology platforms.”

**Graham Blackwell**  
Chief Executive Officer, Tenpin

### Key objectives:

- A partner with demonstrable experience in the leisure industry
- To convert inbound inquiries into additional sales and upsell related products
- Secure customer payments and achieve Payment Card Industry Data Security Standard (PCI DSS) compliance
- Gain accurate customer data and insight to improve marketing activities and make business-critical decisions
- Deliver exceptional customer experience via the customer’s channel of choice

### Products in use:



Solution



**Full contact center services including IVR and live agents**

Over the years the number of services the contact center provides has expanded so today they cover many different channels and services including:

- PCI-DSS compliant secure call recording to provide Tenpin with valuable customer trend data to optimize their services for their end customers.
- IVR self-service to route calls effectively
- Managing PCI-DSS compliant bookings and payments
- Handling of customer service and feedback emails
- Handling of inquiries via Secure Chat
- Social media inquiries
- Trustpilot and Google reviews
- SMS booking confirmations
- After-call surveys to ensure customer satisfaction and enable continuous improvement



**Secure and compliant payments**

As a Payment Card Industry Data Security Standards (PCI DSS) Level One Service Provider Eckoh uses its patented CallGuard product to ensure that all payments taken on behalf of its clients meet and exceed the requirements set by the industry.

**Secure call recording**

More recently, Tenpin has started to use Eckoh's Secure Call Recording Service. A step above the standard call recording packages on the market, it allows Tenpin to identify key moments in business-critical conversations – without having to listen to thousands of calls, thus providing in-the-moment, accurate data on customer sentiment and requirements.

**Secure chat**

PCI-DSS compliant secure webchat for customer inquiries. Reducing basket abandonment whilst keeping the customer in the same channel.

**PCI - DSS compliant secure call recording**

“Through the secure call recording service, we have been able to gather information that has helped us to adjust our business operations in the run-up to the busy Christmas period. This has resulted in an increase in the number and value of bookings over the festive season.”

## Results

- 60,000 bookings processed per year
- Excellent service – 89.3% of callers rated us 8 or above for how well their call was handled
- Average over 1.5 million minutes recorded and transcribed per month



// “Over the years, Eckoh has been a true partner to Tenpin. Not only has it adapted its services to help us stay ahead of the game when it comes to new customer contact channels, but it uses the information at its fingertips to proactively suggest improvements to our service delivery.”

**Average over 1.5 million minutes recorded and transcribed per month**

## Looking forward

To learn more about how Eckoh provides full contact center services including the securing of payments across all engagement channels, please contact one of our trusted advisors.

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**Visit:** [www.eckoh.com](http://www.eckoh.com)

\*An average NPS is 32 – Survey Monkey – <https://uk.surveymonkey.com/curiosity/what-is-a-good-net-promoter-score/>