

CASE STUDY



FuseMetrix for Topsy Turvy World

Children's Play & Family Entertainment Centre's

Indoor Play Centre and Party Venue Topsy Turvy World chose FuseMetrix for their Booking System provider and within 3 weeks noticed an increase in customer spend.

Topsy Turvy Worlds 12,000 sq ft stand-alone unit at Brent Cross shopping centre was purpose built to house a large play structure, café/restaurant facility and party rooms. The party packages are bespoke and unique, therefore they were in need of a system that could be customisable to their business.

"I'm really grateful for Will Hawkins, Head of Operations at FuseMetrix who took the reigns on my project and made it all happen!"

FuseMetrix online Booking System enabled Topsy Turvy World to add all party packages, self catered and catered options for customers to book and pay online. As a result, they have found that customer spend has increased, as customers are booking 2-3 months in advance and adding other options to the booking.

"FuseMetrix is all encompassing. It has many features and tools that will bring our business into the 21st century. It's a great tool to drive the business forward during this challenging time".
Said Dulcie Rowe, Owner of Topsy Turvy World.

FuseMetrix will continue to adapt with the requirements of Topsy Turvy World and other Leisure attractions, as the industry reopens post Covid-19, in particular with new social distancing measures such as restricting the number of customers attending per session and preventing queues at reception and in the café/restaurant through customer waivers, check-in screens and the food and drink online ordering system.

"We are adding the F&B Hub feature to our system which I think will increase the spend per head as there will be no queueing and quite often this is the barrier. We are also looking to create a new website with FuseMetrix!"

For further News & Events, connect with us on Social Media @FuseMetrix

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