

TimberVault

Guest Engagement KPI Scheme

Customer completes activity -> host takes customer to desk -> host completes booking or gift voucher purchase using their personal code

1. What This Scheme Is

This scheme rewards staff when customers book a follow-on escape room, axe throwing or darts booking, or purchase a TimberVault gift voucher, using that staff member's personal discount code.

The aim

- Encourage customers to try another TimberVault experience: escape rooms, axe throwing or darts.
- Allow gift voucher purchases to count when a customer cannot choose a date or activity yet.
- Capture bookings while customers are still in the venue and excited.
- Reward staff for creating measurable extra business.
- Keep the customer experience friendly, natural and non-pushy.

Activities included

Included	Examples
Escape rooms	Another room, axe throwing, darts, or a gift voucher
Axe throwing	Escape room, darts, another axe throwing visit, or a gift voucher
Darts	Escape room, axe throwing, another darts visit, or a gift voucher
Gift vouchers	A gift voucher purchased at the desk using a personal staff code

2. Why Timing Matters

The best time to recommend another TimberVault activity or gift voucher purchase is immediately after the customer has finished the experience they came in for.

- Customers are usually excited, energised and talking positively.
- They are still on a high from the room, axe throwing or darts session they have just completed.
- They are more open to recommendations while still in the building.
- Once they leave, the excitement fades and the opportunity is often lost.

The moment directly after the activity is the strongest sales opportunity.

After an escape room, customers have just experienced teamwork, challenge, pressure, adrenaline and achievement. After axe throwing or darts, they are often laughing, competing and still in a social mindset. That energy creates a natural opening to suggest another activity. If they cannot choose a date or activity, a gift voucher gives them a simple way to buy now and decide later.

3. Required Desk Booking Flow

The intended operational flow is not to give customers a code and hope they book later. The host should guide the customer through the next booking or gift voucher purchase while they are still at TimberVault.

Step	Required action
1	Customer completes their escape room, axe throwing or darts session.
2	Host celebrates the experience and keeps the positive energy going.
3	Host recommends another escape room, axe throwing, darts or gift voucher purchase.
4	Host takes the customer to the desk.
5	Host makes the booking or gift voucher purchase on the customer's behalf at the desk.
6	Host applies their own personal staff discount code during the desk transaction.

Important staff rules

- Do not hand personal discount codes to customers to use by themselves.
- The personal code is a staff tracking tool and should be applied by the staff member at the desk.
- Activity bookings can be made for the same day or a future date, but should be completed at the desk during the current visit.
- Gift voucher purchases can count if the customer cannot choose a date or activity yet.
- The host should stay with the customer through the booking process so momentum is not lost.
- If reception assistance is needed, the host still owns the conversion and their staff code should be applied.

4. What Counts and What Does Not Count

What counts

- A completed escape room, axe throwing, darts, or TimberVault gift voucher sale.
- The sale is completed at the desk while the customer is still in the venue.
- The sale uses a valid personal staff discount code.
- Activity bookings may be for the same day or a future date.
- Activity bookings may be for the same activity type or a different activity type.
- A 10% personal staff code used alongside a current usable discount can count as a 10% staff-code sale.

What does not count

- A conversation that does not result in a coded booking or gift voucher sale.
- An attempted upsell.
- A full-price booking or gift voucher sale with no staff code used.
- A sale using only a general business discount code rather than a personal staff code.
- Simply giving a customer a code and telling them to book online later.
- Cancelled, refunded, unpaid or duplicate bookings or purchases.

Using personal discount codes only on completed desk bookings and gift voucher purchases keeps the scheme fair, simple and measurable. It prevents disputes and avoids staff having to record conversations manually.

5. Staff Discount Codes, Points and Stacking

Each staff member receives three personal discount codes: one for 10%, one for 20% and one for 30%.

Staff Member	10% Code	20% Code	30% Code
Lee	LEE10	LEE20	LEE30
Corey	COREY10	COREY20	COREY30
Carrie	CARRIE10	CARRIE20	CARRIE30
Josh	JOSH10	JOSH20	JOSH30

Points structure

Booking outcome	KPI points
Booking using personal 10% code	10 points
Booking using personal 20% code	6 points
Booking using personal 30% code	3 points

Discount stacking rule

Important rule

- The personal 10% staff code can be used in addition to any current usable discount, for example STU20.
- If a customer is already eligible for a current usable discount, staff may still apply their personal 10% code at the desk so the sale can be tracked and the staff member receives 10 KPI points.
- The personal 20% and 30% staff codes do not stack with other discounts.
- If a 20% or 30% personal staff code is used, it supersedes other usable discounts rather than being added to them.
- The KPI points are based only on the personal staff code used.

Why bigger discounts score fewer points

- The business should not reward giving away more discount than needed.
- Staff should be encouraged to sell the value of the experience first.
- The 20% and 30% codes are there to save bookings that may otherwise be lost.
- The 10% code should be the main code used because it best protects the value of the business.

6. Discount Usage Rules

10% code - standard offer

- This is the normal starting point where a discount is needed.
- This should be the most commonly used staff code.
- This gives the highest KPI points.
- This can be used in addition to any current usable discount, such as STU20.

Because you have played with us today, I can sort you 10% off another booking.

You are already able to use that current offer, and I can apply my 10% staff code as well at the desk.

20% code - secondary offer

- Use only when the customer is hesitant or unlikely to book with the 10% offer.
- Do not use this as the opening offer.
- This supersedes other usable discounts rather than stacking with them.
- Make it clear that this is limited and not available every visit.

I can only use this one a couple of times, but I can sort you 20% off if you want to book it now.

30% code - final offer

- This is the maximum standard discount.
- Use only as a final conversion tool if the booking is likely to be lost otherwise.
- This supersedes other usable discounts rather than stacking with them.
- Use sparingly and position it as exceptional.

This is the highest discount we are allowed to use, so it is not something I can offer all the time, but I can sort it for you this time.

7. How Staff Should Approach Customers

This is not a hard-sales scheme. Staff should behave like confident hosts recommending another great experience.

The correct flow

1. Customer completes their room or activity.
2. Host celebrates the activity the customer has just completed.
3. Host recommends an escape room, axe throwing or darts based on what suits the group, or a gift voucher if the customer cannot choose a date yet.
4. Host offers the 10% code if appropriate.
5. Host only moves to 20% or 30% if the customer is hesitant.
6. Host takes the customer to the desk.
7. Host completes the booking or gift voucher purchase on the customer's behalf at the desk using their personal code.

The tone should be

- Friendly
- Confident
- Enthusiastic
- Helpful
- Natural
- Non-pushy

Do / Do Not

Do	Do not
Recommend another activity naturally.	Pressure customers or make them uncomfortable.
Take interested customers to the desk.	Hand out your code and send them away to book online.
Apply your own code at the desk.	Use another staff member's code.
Start with 10% where discounting is needed.	Jump straight to 30% unless the sale is likely to be lost.
Explain higher discounts are limited.	Tell customers they can always use 20% or 30%.

8. Example Customer Scripts

These scripts are examples. Staff should make them sound natural and adapt them to the customer. The important point is to move the customer to the desk and complete the booking or gift voucher purchase there.

Escape room to another room

You were really good in there. If you enjoyed that one, I think you would really like one of our other rooms as well. I can sort you 10% off if you want to get one booked at the desk.

Escape room to axe throwing

If you are still up for doing something else today, axe throwing is a good one after the rooms because it keeps the competition going.

Axe throwing to escape room

You have got a good group for this kind of thing. I think you would be really good in one of our escape rooms.

Darts to escape room

If you enjoyed the competitive side of the darts, you would probably enjoy one of the rooms as well. It is a different type of challenge but really good for groups.

Future date booking

You do not have to play today. We can still get something booked in at the desk for another date and I can apply the discount now.

Gift voucher option

If you do not know the date yet, we can sort a gift voucher at the desk instead so you have something ready for next time.

10% with another current discount

That current offer can still be used, and I can apply my 10% staff code as well at the desk.

20% escalation

I can only use this one a couple of times, but I can sort you 20% off if you want to book it now.

30% final offer

This is the highest discount we are allowed to use, so it is not something I can offer all the time, but I can sort it for you this time.

9. Leaderboard, Webpage and Rewards

Private staff KPI webpage

TimberVault will use a private staff webpage to show performance and keep the scheme visible. The webpage should be read-only for staff and updated from Resova reporting data.

- Leaderboard
- Staff discount codes
- Points reminder
- Reward information
- Script reminders
- Management updates

Reward options

Reward option	Purpose
Top performer - cash bonus, restaurant voucher or hours in lieu	Rewards the staff member with the highest KPI points total.
Most improved	Keeps newer or quieter staff engaged and rewards progress.
Team target	Maintains teamwork and encourages everyone to contribute.
Public recognition	Creates pride and visibility without relying only on money.

10. Resova Reporting and Staff Code Integrity

Resova reports will be used as the source of truth. Staff do not need to submit sales manually. Management will use discount code usage in Resova to calculate points.

Staff code rules

- Use your own code only.
- Do not share another staff member's code.
- Do not publish personal staff codes publicly.
- Do not hand personal codes to customers to use themselves.
- Enter or apply the code yourself at the desk when making the booking or gift voucher purchase.
- Only the 10% personal code can be used in addition to current usable discounts such as STU20.
- 20% and 30% personal codes supersede other usable discounts and should not be stacked.
- Do not present 20% or 30% as a normal everyday discount.
- If the booking or purchase does not use a staff code, it cannot be counted for KPI points.
- Cancelled, refunded, unpaid or duplicate bookings will not count.

Management will review

- Total code uses by staff member.
- Total KPI points.
- Revenue generated.
- How often each staff member uses 10%, 20% and 30% codes.
- Any unusual discount patterns.
- Whether the 30% code is being overused.

11. Staff Quick Reference

Points

Code used	Points
10% personal code	10
20% personal code	6
30% personal code	3

Use this order

8. Customer completes their room or activity.
9. Celebrate the result or experience.
10. Recommend an escape room, axe throwing or darts first. If they cannot choose a date, offer a gift voucher purchase at the desk.
11. Offer 10% if appropriate. This can be used with a current usable discount such as STU20.

12. Use 20% only if the customer is hesitant. This supersedes other discounts.
13. Use 30% only as a final conversion tool. This supersedes other discounts.
14. Take the customer to the desk.
15. Complete the booking or gift voucher purchase on their behalf using your staff code.

Best phrase for higher discounts

I can only use this one a couple of times.

Never say

- You can always use my 30% code.
- Use this every time you come in.
- I can give you 30% whenever you want.

Remember

- No code used = no KPI points.
- Do not hand personal codes to customers.
- The host should take interested customers to the desk.
- The host should complete the booking or gift voucher purchase on the customer's behalf.
- Customer experience comes first.
- The 10% code should be the main code used.