

# Customer Success Story – Lucky Strike

## Customer Profile

Thriving at the bustling intersections of live music, chef-driven cuisine, nightlife and bowling, Lucky Strike has emerged as an industry leader in entertainment. Through timeless friendly service, one-of-a-kind atmosphere, superb food & drink, and industry leading bowling, Lucky Strike has crafted an immersive and unforgettable experience.

## The Challenge

Since they opened in 2003, the Lucky Strike bowling alley has grown to a 20 location, nationwide events chain. However, as they grew, their Salesforce integrated event management system could not adequately keep up with their expanding needs and processes. There was little flexibility and significant slowdown and headaches for their team. Lucky Strike determined the best solution was to switch from their legacy system to Tripleseat, a strong and scalable event management solution. The challenge was that Tripleseat did not have a ready-made integration for Salesforce. In order to continue growing, Lucky Strike needed a custom built integration for Tripleseat and Salesforce.

## Why CloudMyBiz?

CloudMyBiz, a leader in the world of cloud based technology for business, develops custom business solutions, built on the Salesforce platform, and helps companies upgrade their systems for a fraction of the cost. Through its team of Salesforce development and implementation experts, CloudMyBiz had the tools and experience to craft a seamless integration and help solve Lucky Strike's challenge. Further, CloudMyBiz had been maintaining Lucky Strike's previous event system and so was the natural choice for the implementation project.

## The Result

CloudMyBiz successfully replaced the legacy Salesforce integration with Tripleseat, immediately improving the quality and reliability of the management system. The Tripleseat integration with Salesforce was completely custom, and built from the ground up. CloudMyBiz was able to reuse existing objects, workflows, and fields from the client's previous system, effectively minimizing the impact of the switch.

Custom objects and features, such as events, locations and accounts were given new functionality to make bookings faster and more transparent. The end result was that Lucky Strike no longer had significant performance issues and were able to fully adopt Tripleseat, making their internal processes faster, smoother and smarter. Following the development and implementation, Lucky Strike has utilized CloudMyBiz maintenance services to continue maximizing their Tripleseat integration and ensure continuous growth.

**Interested in learning more?**

Visit our website, [www.cloudmybiz.com](http://www.cloudmybiz.com), to see what CloudMyBiz can do for you.

Have specific questions or want to talk to a CloudMyBiz consulting expert?  
Contact us at [info@cloudmybiz.com](mailto:info@cloudmybiz.com)

**LUCKY STRIKE**

