

CLIENT CASE STUDY

We answer the calls your staff can't. **£211,000** in bookings proves it works.

Superbowl UK runs 10+ entertainment venues. Nearly half their booking calls came in when no staff were free to answer. Our AI now picks up every call, 24/7, and turns them into paid bookings by text.

21,261

calls answered
across 10+ venues

£211k

value over 12 months
(7 measured, 5 projected)

97%

of qualified callers
completed a booking

45%

of calls came when
no staff could answer

Their phones were ringing. Nobody was free to pick up. **So our AI did.**

Superbowl UK's front desk teams serve guests in person. That means the phone rings hardest exactly when nobody can answer it: Saturdays, evenings, and school holidays. From February 2026, our AI voice agent took over every phone line at every venue. Here is what it does on every single call:

1

Answers instantly, 24/7

Every call picked up in seconds, day or night, at all 10+ venues at the same time. 99.4% of calls completed. No hold music, no voicemail, no missed call.

2

Finds out what they want

Bowling? A kids' party? Laser Quest? The AI asks, understands, and qualifies the caller in about 2 minutes, just like a great receptionist would.

3

Sends a booking link by text

While the caller is still keen, a personal booking link lands on their phone. They pick their date and pay. Because they called wanting to book, 97% complete it.

Seven months in, the scoreboard looks like this

21,261

calls answered for Superbowl UK, average 2.1 minutes each

3,639

booking links texted to qualified callers, 97% delivered

2,862

individual customers helped, 293 came back to book again

£117,649

in bookings driven, priced at the venue's £33.33 minimum order

750+ hours

of phone time taken off staff, worth £8,142 in wages at £10.85/hr

£125,792

total value delivered in seven months, measured from the logs

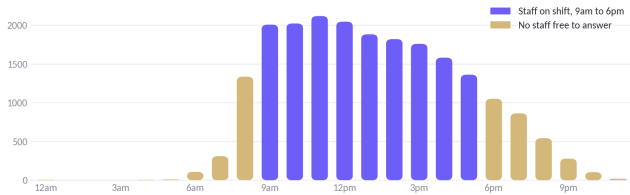
"We didn't sell Superbowl UK a robot that answers phones. We gave them back the 45% of bookings they physically could not catch."

All revenue is calculated at the minimum order value. Party and group bookings mean the real number is higher.

After hours, with no staff on the phones, we captured **£57,297 in bookings** that would have been missed.

This is the number that changes everything. Out of 21,261 calls, 9,647 arrived on weekends, in the evenings, or before opening. Before our AI, those calls rang out. Now every one gets answered.

When the calls actually come in



Calls keep coming at 7pm, 9pm, even 11pm. Saturday, the busiest day on the venue floor, is also the busiest day on the phones: 3,714 calls.

Nearly half arrive after hours



9,647

calls answered on weekends and after hours. That is 45% of all demand.

1,772

booking links sent outside staffed hours. Nearly half of all links.

£57,297

in bookings captured while the phones used to ring out. This is new money.

To cover this with people, every venue would need reception staff across 90+ opening hours a week. That costs £800 to £1,200 per site each month, and it still misses the late evening calls. The AI covers all of it, at every venue at once, without a break.

Month after month, the AI brings in around £17,600 of value. Here is the proof.

Each month's value is simply bookings driven (links sent × 97% booked × £33.33 minimum order) plus staff wages saved (call hours handled × £10.85 per hour). Solid bars are real, measured months. Light bars are the projection to February 2027.



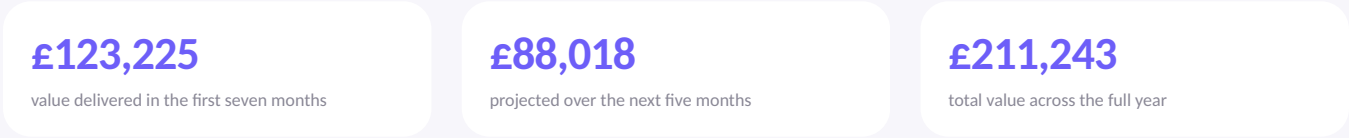
Month	Links sent	Bookings	Booking value	Calls answered	Hours saved	Total value
February	578	561	£18,687	2,868	90	£19,660
March	684	663	£22,114	3,932	141	£23,642
April	583	566	£18,848	3,451	116	£20,108
May	497	482	£16,068	2,746	100	£17,153
June	358	347	£11,574	2,320	91	£12,556
July	326	316	£10,540	2,157	80	£11,406
August	540	524	£17,458	3,261	114	£18,700
September 1 to 7	73	71	£2,360	526	19	£2,567
Total so far	3,639	3,530	£117,649	21,261	750	£125,792

March shows what peak season looks like when no call goes unanswered: £23,642 in one month during the school holidays. The Christmas party season, the biggest booking period of the year, is still to come.

The value keeps compounding.

On track for £211,000 in a year.

Seven months are real, measured results, straight from the call and message logs. The remaining five are projected at the average monthly run rate, which is deliberately cautious: it ignores the Christmas party season entirely.



Every figure on this page uses Superbowl UK's £33.33 minimum order value, so the real numbers land higher. Party and group bookings, which run well above the minimum, are counted only at that floor.

The 12-month picture, to February 2027

Period	Bookings	Booking value	Wages saved	Total value
Measured: February to August 2026	3,459	£115,289	£7,936	£123,225
Projected: September 2026 to January 2027	~2,470	£82,349	£5,668	£88,018
Full year	~5,929	£197,638	£13,604	£211,243

£117,649 of bookings and 750+ hours of staff time returned in seven months, with the full year on track for £211,243 of measured value. Every figure uses the minimum order value, so the real number is higher.

Next up: the website, where 39,000 visitors a month **leave without booking.**

The phones are fixed. The website has the same problem: around 40,000 people visit each month, and industry figures show leisure booking sites convert only about 2.5% of them. An AI booking assistant on the site does exactly what the phone agent proved works: it helps people who already want to book actually finish the booking.

Scenario	Conversion	Bookings per month	Extra revenue per year
Today, no assistant	2.5%	1,000	
Careful estimate	3.1%	1,250	+£100,000
Realistic estimate	3.75%	1,500	+£200,000
Strong result	5.0%	2,000	+£400,000

£400,000+ of yearly value

is what the full programme reaches for one venue chain when the proven phone agent and the website assistant run together at the realistic estimate.

How we calculated everything

All call and SMS figures come directly from the telephony logs for the Superbowl UK deployment, 1 February to 7 September 2026: 31,337 call records and 3,985 message records. The 97% booking conversion reflects that every text recipient was a live caller who asked to book and was qualified on the phone first. Booking value uses the venue's £33.33 minimum order throughout. Wage savings use the UK minimum wage of £10.85 per hour against answered call time only. Website conversion benchmarks come from published leisure and live events industry reports; assistant uplift ranges come from published travel and hospitality case studies. Projections are a straight line at the measured average and exclude seasonal peaks.



**Every unanswered phone call is a booking walking to a competitor.
We make sure that never happens.**

Novalty.ai · AI voice agents and booking automation · info@novaltyai.com