



# MILLENNIALS

## Millennials: No Wasted Time

**“I want it fast, and I want it now.”** U.S. Millennials are all about instant gratification. They put a premium on speed, ease, efficiency, and convenience in all their transactions. For example, Millennials shop for groceries at convenience stores twice as often as non-Millennials. (*The Boston Consulting Group*).

[https://www.bcgperspectives.com/content/articles/consumer\\_insight\\_marketing\\_millennial\\_consumer?chapter=3](https://www.bcgperspectives.com/content/articles/consumer_insight_marketing_millennial_consumer?chapter=3)

What have you done in your center in the past 24 months to speed up the process of reserving a lane? How have you made it easier for a family to book a party at your center?

How have you streamlined ordering food and drinks during league?

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To meet the expectations of this generation, companies will need to rethink their existing customer-service models. These consumers are always in a hurry, and it's critical to determine how you can get them to spend time developing a relationship with your center.



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## The surprising things millennials hate

"The No. 1 mistake retailers make when it comes to millennials is expecting that what worked 10 years ago works now. Millennials have more retail options than any consumer in history, more product options than any consumer in history, and they have the least established loyalty. The net result is the upside is huge for retailers who adapt to what millennials want and the downside is huge for retailers who don't," Dorsey explained.

"Millennials absolutely do not like having to carry or bring a printed coupon in order to get a discount. Millennials view this as not only a waste of paper, but also outdated. When retailers request a printed coupon they also miss the opportunity to get millennials to join the retailer's club or download an app or other trackable options," Dorsey said.

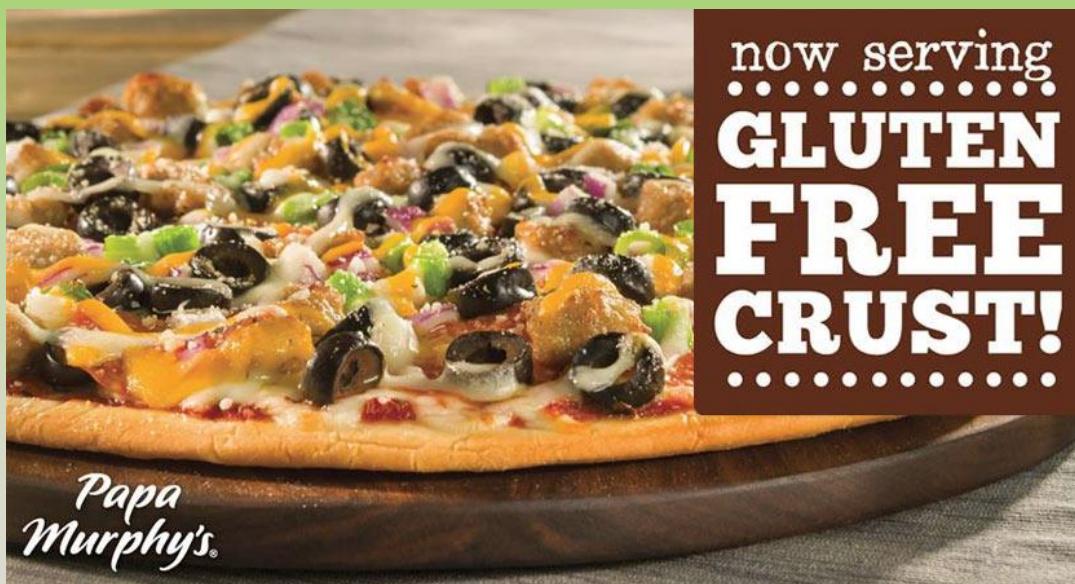
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## THINGS MILLENNIALS LOVE:

**Millennials care where their food comes from.**

"Millennials are more aware of quality of ingredients, and they want transparency. They'd like to know that they were sourced locally," Dean Small, CEO of Synergy Consultants, told Business Insider this summer. Got gluten-free options? Even better. Earlier this summer, Jason Dorsey pointed out that for millennials, when you incorporate components like "gluten free [crust] and ancient grains ... it almost represents what you believe."



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