centeredge® SOFTWARE

Getting Real About ROI

4 Facilities Reveal What Happened to Their Revenue (and more)

When it comes to point of sale software, return on investment is likely one of the most overused sales lines. But where do these ROI estimates come from?

We're not interested in sales lines. We're interested in real success. So, we went straight to the source and asked the people in the trenches what is working for them. Hear from actual owners and operators about where they're seeing real impact on their businesses and their bottom lines. Because it's time to get real about ROI.

The Locations

Andretti Indoor Karting & Games

andrettikarting.com

Origin:
- Established in the early 2000s

Current Stats:
- 145,000+ total square feet of upscale FEC event space in Roswell, GA, Marietta, GA, Orlando, FL and San Antonio, TX
- Open year round
- Includes high-speed superkarts, multi-level tracks, Mini Mario Karts, ropes courses, multi-story laser tag, arcades, VR and simulator experiences, bowling

POS Setup (San Antonio, TX only):
- 44 stations, full-service restaurant, fast-casual food & beverage, multiple bars, multiple KDS units, cashless integration, tablet POS

Growth Trajectory:
- Expansion phase, opening 1-3 new locations per year

Funland of Fredericksburg

funlandfredericksburg.com

Origin:
- Established in 1998 in Fredericksburg, VA

Current Stats:
- 7-acre indoor/outdoor FEC
- Open year round
- Includes go-karts, rock climbing, an indoor roller coaster, arcade, laser tag, VR experience, classic carnival rides, mini golf, mini bowling, batting cages, bumper cars

POS Setup:
- 10 stations, fast casual kitchen, KDS interface, cashless integration

Growth Trajectory:
- Rapid renovation and expansion phase, currently constructing $1.2-million-dollar outdoor go-kart track project

Fun Fore All

funforeall.com

Origin:
- Established in 1996 in Cranberry Township, PA

Current Stats:
- 8-acre indoor/outdoor FEC
- Open year round
- Includes mini golf, rock climbing, 4-story play area, XD Dark Ride, bumper boats, go-karts, kiddie rides, batting cages, arcade, ticket & prize games

POS Setup:
- 9 stations, fast casual kitchen, cashless integration

Growth Trajectory:
- 8-10% year over year

No Surrender Adventure Park

nosurrendertag.com

Origin:
- Established in 2017 in Clovis, CA

Current Stats:
- 34,000-square-foot indoor FEC
- Open year round
- Includes a 3-story adventure course, arcade, VR laser tag battle arena, tactical laser tag

POS Setup:
- 10 stations, upscale fast casual kitchen, KDS interface, cashless integration

Growth Trajectory:
- 7% year over year

#1 Speed & Efficiency

" We used CenterEdge before but switched to another system used by some of the biggest names in amusement. It couldn't compare. We lost all our customer engagement visibility—being able to track where people were coming from, scheduling racing and other capacity management, integrated group scheduling, coherent payment processing for groups. **Everything just slowed down and we had to use other software to fill the gaps.** We were even handling gratuity on spreadsheets. So now we're back! "

" **We were able to reduce the number of staffed POS stations by 50%** and process the same number of transactions—that's half the labor cost to keep our frontline running. **Plus we're shaving 3- to 4-minutes off of each transaction.** We have fewer lines and the lines we do have move faster which directly affects our bottom line because happy guests spend more money. "

" Inventory used to be manual. We'd print off the list, walk around and see what we had, enter it into an order sheet and send it out. With auto-ordering, **we're saving at least a hundred hours a year** and have a more accurate, fully-tracked process. "

#2 Special Events & Season Passes

" We do a holiday lights event every Friday night during key winter months. **Last year, we were selling admissions at the door. It was incredibly chaotic** and there were always huge lines. This year, we sold out multiple events 2 to 3 weeks in advance. **It saved us a lot of headaches and allowed us to be so much more organized day-of.** "

" Twice a year we have big online season pass sales and are able to fully customize our web store for both every day and the special events. **We sold more than $50,000 over four days** during our most recent sale so we had a lot of people hitting the web store. The whole thing was flawless. CenterEdge handled it all without a single problem. "

" Season passes are huge for us and we couldn't do it without CenterEdge. We sold out within two months the first year we kicked off the program and now average more than 5,500 annual members/pass holders. When guests sign up, we take their picture and put all the information in the system. At check-in, **front-line staff just has to look at the pictures in the system to know who gets a season pass wristband.** "

#3 Booking & Scheduling

❝ We do about $350,000 in groups and parties each year and bookings used to take place 80% in-house. It was unmanageable. **Our admin assistant used to spend hours and hours on the phone.** People would be calling when we're busy and then **there were too many hands in the pot.** Wrong dates, wrong times, wrong info. CenterEdge's online party booking is foolproof and so much more guest-friendly. **More than 80% of all bookings are now online, saving us hundreds of hours of staff time,** eliminating double work, and making it all a much more efficient and accurate process for our guests. ❞

❝ **When you have 60 players at one time on multiple combat laser tag courses, it can get really complex.** Reducing human interaction in the ticketing and scheduling process has been the key for a clean, cost-efficient and effective process. Players can buy passes and block time online then just show up and get scanned in. There's less margin for error and significantly fewer customer complaints. If they pay for 3 rounds, they get 3. If they don't check-in at their scheduled time, they can't blame the staff. Plus walk-ins and online bookings are all done in one place so **now there's no such thing as overbooking.** ❞

#4 Stability

❝ You NEVER want to have to tell guests "our system isn't working." **Before, we'd have 30-40 customers in line and the system would crash.** Everything would come to a screeching halt while we rebooted. We were doubling the size of our arcade and doing a remodel so we needed something we could trust to work. CenterEdge works. Consistently. ❞

❝ **We see anywhere from 600,000 to 1 million guests annually and our team was fighting with our former system every day** to sell even game cards. You can imagine the process we had to go through to sell (and schedule) go-kart rides. It just couldn't handle a facility like this. Something as simple as having timed-session scheduling integrated into our POS has streamlined everything. **We've seen a significant increase in frontline speed—the team can just process everything faster and more accurately.** ❞

#5 Reporting & Analytics

> We're on the road running multiple businesses and **I need visibility**—what my labor percentage is, year-to-date revenue for a site, etc. The depth of data I get with CenterEdge is critical for building our marketing plans and budgets for next year, and **we can get super granular in controlling labor costs.**

> **I do a lot of forecasting.** I can take what happened in the past—which attractions sold and at what time—and make intelligent business decisions based on that historical data from schedules and revenue forecasts to promos and special events or group bookings. Maybe we're not breaking even on Tuesday mornings. I can offer a charity event that raises our visibility in the community and gets us some brand awareness in return. The same with food and beverage or any other aspect of our facility.

#6 Support

> **When you're talking about technology that runs your entire facility, the backend support makes it or breaks it.** We rarely need to call support, but when we do there is always someone there to answer the phone or email. CenterEdge is super responsive.

> **We felt comfortable and capable from day one** in large part because of the custom training CenterEdge did with us so we knew the system before it was live. That meant our staff was up and running in the system without a lot of confusion or downtime.

> **I could barely get a hold of a support person for our last system** and I certainly never talked to a developer. When I call CenterEdge, I get to talk to product owners. It's hugely beneficial to us on the technical side because we do a lot of our own custom database queries and reports.

> **You never think about technical support. Until you need it.** CenterEdge has the best technical support in the industry. Hands down. They're available, they listen and they're always thinking about how they can adapt their solution to better serve us.

"Changing to CenterEdge was one of the best decisions we've ever made here."

-Mark Boyd
General Manager, Fun Fore All

Take Your Business to the Next Level!

There's a reason locations around the world trust CenterEdge every day. We know the entertainment and amusement business inside and out, and we're laser-focused on delivering results. We'd love to show you how we can help your facility become more efficient and profitable.

Get a Free Demo