



Dual Pricing at the Fun Station

The Fun Station is just one of our clients who has implemented Dual Pricing with CenterEdge Payments and eliminated nearly all credit card processing costs



Company Overview

In less than a decade, Nick Edwards and The Fun Station team have not only kept a beloved community entertainment venue alive, but have also grown it into a powerful brand that serves the Eastern Iowa region every day. Their emphasis on evolving and expanding for their guests, with help from their adoption of all the new CenterEdge tools and programs available to them, enables them to stay “full-steam ahead” towards their undoubted success today and in the future.

Quick About

- **Number of locations with CenterEdge:**
3 Locations
- **Number of years with CenterEdge:**
9 Years
- **CenterEdge solutions they use:**
The full suite plus digital signage, kitchen printers, self-service kiosks, CenterEdge Payments and Dual Pricing.
- **Favorite things about CenterEdge:**
The cost savings, sure, but more importantly having one point of contact if something goes wrong with a transaction.



The Background

In July 2023, Nick Edwards and the team at The Fun Station acquired an existing indoor family entertainment center in Dubuque, Iowa. The park, which is currently open, is in the process of being renovated and rebranded into the company's popular local entertainment brand, The Fun Station. As part of the transformation, the team decided to replace existing software with CenterEdge and deploy CenterEdge Payments for credit card processing, allowing them to adopt a Dual Pricing Program.

Reason For Switching

As long-standing CenterEdge users, The Fun Station locations in Cedar Rapids and the Quad Cities have been processing with CenterEdge Payments since the program launched in 2020. So, when they acquired the latest location in Dubuque, they again chose CenterEdge Payments. Having heard about the new Dual Pricing Program, the team was interested in seeing how Dual Pricing might benefit their business. But they were hesitant.



"I wasn't sure if it was right for my locations at first. But costs are increasing all over and what do you do? Do I raise attraction or food prices to make up for it?" said Nick. "And honestly, you can only do that so much. I really didn't want to have to raise prices for everything, so this was a good solution, especially with our new location in Dubuque."

Community Feedback

Some operators may be concerned that their guests would react negatively to the change, but according to Nick, this hasn't been the case for The Fun Station location. "I was hesitant at first and wondered what people would think. But I think it's just how it is these days. You are seeing service charges everywhere, especially in the hospitality and entertainment industries. I think it's expected, and people like seeing it at the POS and making the choice. They've reacted very well," said Nick.

The Results

After a month's worth of processing with Dual Pricing at the Dubuque location, Nick says he's all but eliminated processing costs, besides negligible administrative costs. Due to the smooth transition and initial success of the program, the team has moved forward with switching the facilities in Cedar Rapids and Quad Cities. The CenterEdge Payments implementation team has worked with the team to roll out the program, providing support, training resources and talking points, and facility signage to aid in communicating the change to guests.



“The membership program has grown over 60% in the last couple of years.”

When asked how the savings will impact The Fun Station's future, Nick shared, "We expect to save \$150,000 over the three locations. And we're not a big company by any means. We're a small, family-owned company. Those kinds of savings are huge, funds that we can use to invest back into the locations, into our team, or to invest in new growth. It will make a big difference."

**Interested in discussing if Dual Pricing is right for you?
Contact us today at cepayments@centeredgesoftware.com.**



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