



## Client Spotlight



### Overview

We love getting to sit down and learn about the great things our clients are working on, and how they are making a difference every day for their guests. We recently had the opportunity to chat with Ryker Parton, IT director for Top Concepts. Ryker's known as a CenterEdge Super User, constantly seeking out new ways to streamline guests' experiences and operations so that their teams can focus on fun, not broken processes. And, we got a few exciting updates about the team that we can't wait to share with you.

### Their Story

Top Concepts began as a group of experiential candy, popcorn and other retail shops in the tourism mecca of Pigeon Forge, Tennessee. Over time, the team decided to take those experiences and broaden their footprint in the area with a trampoline and adventure park known as TopJump Trampoline & Extreme Arena. After the success of TopJump came Crave Golf Club, a larger than life two-story candy-themed miniature golf reminiscent of the popular children's board game. Today, Paula Deen's Lumberjack Feud Supper Show & Adventure Park, Toy Box Mini Golf, and the highly anticipated Sky Pirates of Mermaid Bay (coming fall 2023) show that this team is dedicated to bringing exceptional experiences to the more than 10 million people who visit Pigeon Forge each year.



### Q&A

#### Question 1: What would you say is the mission that you and the leadership team have for Top Concepts?

That's easy. We create OMG experiences. It doesn't get any simpler than that.

Read on to learn all about Top Concepts and what they're doing to create OMG Experiences in East Tennessee.

We want every visitor, no matter if they're coming to one of our candy shops, our ninja courses, or to one of the lumberjack shows, to have that jaw dropping moment where

they can't believe their eyes. With every new attraction, we keep focused on how it's going to deliver on that promise.

### **Question 2: What do you think is the key to your team's success?**

We focus on the guest experience and keep reworking processes and parks until we get it right. I think we are succeeding in our mission, and CenterEdge is a powerful tool that helps us work faster and more efficiently so we focus on getting better and upping the experience for guests.

### **Question 3: Let's talk about those processes and parks. How have you streamlined your experience in a notable way?**

We have totally transformed how guests interact, buy and flow throughout the building. For example, with one of our locations we have remodeled the building from top to bottom three times, trying to get it to where it needs to be. It took three years for us to feel like we were confident that it



was what our staff and guests would want and need.

Outside of implementing the CenterEdge software, we also rebuilt our check-in area as it was bogging down staff. So, we added a brand new admissions counter and separated it from our concessions

counter. This enabled us to add more POS stations, reroute traffic, and increase our concessions prep area for a better flow for guests and our team members.

In addition, we replaced our ninja course as many guests were requesting a better offering, and while we were working on that project, we combined the trampoline and climbing areas into one open area and charged a single price for guests to access both attractions, which guests love.

### **Question 4: It sounds like listening to your guests and staff is a core part of your organization's method?**

Definitely. If it's not working for them, it's probably not working for us.

### **Question 5: What is a change you made to your park that you were surprised made a huge difference to your revenue?**

We changed the flow of guests leaving to exit through the gift shop. Our management had read a book on the methodology of guests exiting your park, and we have seen a 24% increase in revenue from the gift shop since implementing that new route. That's why continuous learning is so important. You never know where you'll find the next game changing idea.

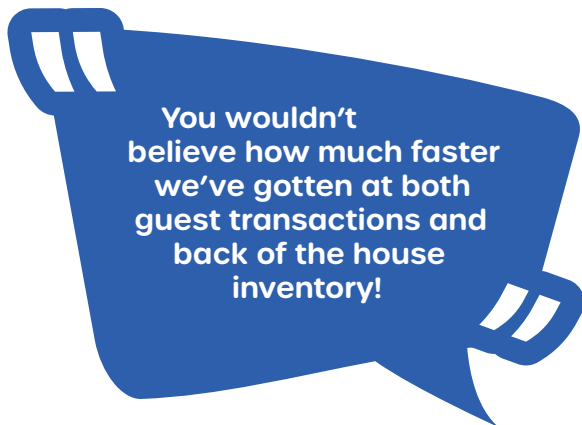
### **Question 6: What are your guests' reactions when they enter the Top Concepts parks?**

Jaw-Dropping. Imagine what it's like stepping into a life-sized version of your favorite children's board game? That's what it's like for guests who walk into our two story Crave Golf Club or our Toy Box Mini Golf, which is like being in a giant toy box. You really have to see it.

### **Question 7: We've talked before about you being a CenterEdge Super User, but what made Top Concepts choose CenterEdge?**

When we launched TopJump and Crave, they started with CenterEdge, but our retail only locations and our Show & Adventure Park started with other systems. We had a lot of issues with the functionality and management of our previous systems. So, I proposed to our management to move all locations to CenterEdge, and we've since moved six locations to CenterEdge from other systems. You wouldn't believe how much faster we've gotten at both guest transactions and back of the house inventory.

For IT, I have all of our computers set up on remote support. So, I can remote connect to



any station, and it's a breeze. The team is absolutely shocked at how much easier it is.

Today, all of our parks and stores are operating with the CenterEdge Advantage Software and CenterEdge Payments. Having just one team to call whenever we have issues with any of our businesses makes my job so much easier.

### **Question 8: What has been the most impactful CenterEdge tool for Top Concepts?**

The inventory tools have made a huge difference throughout our parks. Before CenterEdge, we were manually taking inventory by counting and entering into spreadsheets.

This process would take 4-6 weeks. We



just completed our first automated end-to-end inventory process which took us only two weeks, cutting our time drastically. We also have had much better insight into the products that are running low and what needs to be ordered. In addition, support has always been great and can walk me through any issues. Our team truly loves the system from the frontline experience all the way to the back of office experience.

### **Question 9: What advice would you give to a new operation or facility starting out?**

Definitely I would say, have all of your back of office and support (processes, accounting, marketing) in place before you even begin to pull the trigger. I feel if Top Concepts had everything in place or planned this way from the beginning we would've seen this level of success much sooner.

## **Question 10: What are the plans for the future?** **Conclusion**

We have one site under construction right now, Sky Pirates of Mermaid Bay, an Epic Golf Adventure. At this location, we are focusing on building even more immersive and interactive experiences to put the guest truly in the game. We've won multiple awards for our other miniature golf attractions. So, we have high hopes for the newest addition.

We think there's a lot you can learn from the Top Concepts team. From the importance of listening to, and incorporating, guest and staff feedback to finding one core mission or promise you use as a "true North." It's easy to see how this team is at the top of their game. We can't wait to see what the future has in store for these outstanding operators!

