



Why is the Redemption Center design and construction so critical?

It's where your guests form their last impression of your facility.

“You only get one chance to make a first impression” is a wise old saying. In family entertainment centers it's equally wise to pay attention to the last impression. As people end their visit, what's the final thing they do? Usually, it's redeeming their tickets. So it's the Redemption Center where the guest's last impression takes place. They may have a great time on attractions or at a birthday party, eat great food, be served by a friendly staff, but if the redemption process is too slow, disorganized, or confusing, all that hard work is gone.

Is that all?

Another reason the design and construction of the Redemption Center is so critical is because it drives sales! How the merchandise is displayed allows for an efficient redemption presentation. Redemption Plus' Redemption Centers feature the right proportion of space for the target customer groups. They have the right lighting and high security fixtures to protect your high dollar merchandise. Finally, remember that redemption centers have more wear and tear than standard retail millwork, which is what most carpenters or off the shelf alternatives imitate. Our redemption centers are designed to stay looking great (and driving more sales) for a long, long time.

What common mistakes do operators make when selecting redemption centers?

- Considering the redemption center too late in the construction process, leaving insufficient budget.
- Selecting off the shelf, retail type display cabinets (redemption display standards are different than retail and the use is different).
- Thinking that cheaper is better. (Those off the shelf cases fall apart quickly.)
- Thinking that bigger is better. (It's all about right sizing for the game sales volume and traffic.)
- Thinking that architects are best to design the redemption center. (They typically don't understand the dynamics of redemption and go for form over function- meanwhile costing too much.)
- Not understanding the features and therefore not getting an apples-to-apples bid comparison.

Want to learn more? Read George McAuliffe's article featured in Replay magazine [here](#).