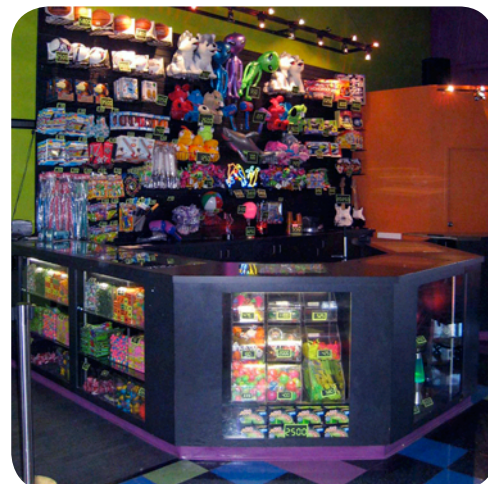


Redemption Plus shakes off the competition



Shakers Family Fun Centre

- Family Entertainment Center
- 70 Redemption Games
- Owner - Christine Buhr



SITUATION:

Shaker's Family Fun Centre in Calgary sits on seven acres that contains 2 go cart tracks, an 18 hole mini-golf course, Water Wars and an event tent. Inside, they have a playground, climbing tower, laser tag, party rooms, and a game room with around 70 redemption games.

"In Calgary there is really nothing like our facility. There are some indoor playrooms and laser tag places but nothing like this," said owner, Christine Buhr.

Shaker's started working with Redemption Plus when the facility opened. One of the main reasons Christine selected Redemption Plus was their merchandise management solution. "I used to work for a company that sold inventory management software, so I knew how beneficial it was for a business," said Christine.

In addition to making it easier to manage their inventory, Redemption Plus assisted in merchandising their redemption counter, which soon led to the game room being one of their biggest revenue sources.

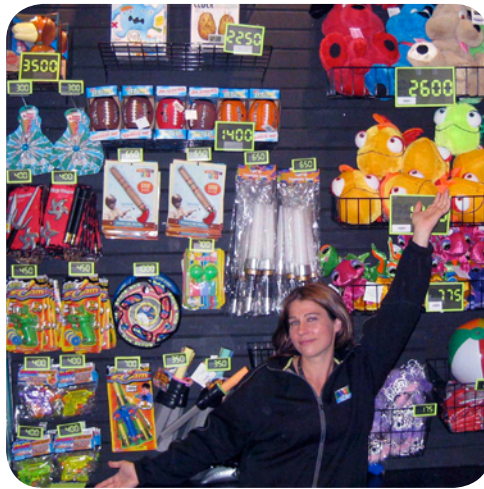
PROBLEM:

The redemption program started off without a hitch. Then, in 2008, the economic downturn hit; the cost to import product from the US made it expensive due to the weak dollar.

"Times got tight and we looked for ways to save money," said Christine. "Even though I loved the Redemption Plus system, we decided to buy from a local Canadian vendor."

The new vendor did not have online ordering, merchandise tagging, real-time inventory or a digital packing list (DPL®). The redemption manager had to assume these responsibilities. "Our hourly employee had to place each order into our software system and produce a bar code every time."

“Redemption Plus makes my job easier.”



“People are spending more money in our game room thanks to Redemption Plus.”

PROBLEM (CONTINUED):

Another problem was the products offered by the new vendor were not the highest quality.

“We carried Redemption Plus lamps for a long time. A customer saved up for the lamp and was very disappointed that the new vendor didn’t have anything comparable to replace it with.”

According to Christine, the key to a successful redemption game room is the presentation of the merchandise. “You have to have good merchandise or the customer will not be motivated to play.”

While Shakers did save some money initially, the increased labor costs and decline in customer experience did not equal the savings.

SOLUTION:

After reevaluating the program, Christine gave Redemption Plus a call. “Redemption Plus makes my job easier. I can go on their website in the middle of the night to do my order. As a working mom, that’s a huge deal for me.”

Christine appreciates the simplicity of the Redemption Plus website and real-time inventory. “I can go online to change the ticket value to make it work for my wall. I know how long it will take to get my stuff.”

Christine believes there is quality and uniqueness to the Redemption Plus product line. “Certain items like a ninja sword can be marked up and people still see the value.”

Redemption Plus also provided consulting services from Pinnacle Entertainment Advisors on a newly installed debit card system. In addition to good advice, account manager Jim Kipper did a great job of building a strong relationship on a professional level. “He worked really hard for our business,” said Christine.

“In the end, I believe people are spending more money in our game room thanks to Redemption Plus.”

Congrats & Welcome Back, Shakers Family Fun Centre!

Redemption Plus

growing your business one smile at a time

