



# Transforming the FEC Guest Experience with Ready Credit



readyCREDIT

CASE STUDY

## Introduction:

### Elevating Customer Experience with Seamless Cashless Payments


In the fast-paced world of Family Entertainment Centers (FECs), guest satisfaction and operational efficiency are paramount. One leading FEC operator sought to enhance their customer experience and streamline financial operations through a cashless payment solution. Ready Credit's comprehensive cash-to-card kiosks provided the answer, delivering significant revenue growth, cost savings, and improved guest engagement.



## The Challenge

### Overcoming Operational Inefficiencies and Cash Handling Concerns

Before adopting Ready Credit, the FEC faced several challenges:

- **Cash Handling Burden:** Manual tilling, theft concerns, and reconciliation inefficiencies.
  - **High Seasonal Traffic:** Peak periods such as spring break created long lines and operational bottlenecks.
  - **Guest Friction:** Traditional cash transactions slowed down the payment process, limiting guest spending.
  - **Revenue Loss:** Lower-income areas relied heavily on cash, restricting their ability to maximize guest spend.
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## The Solution

### A Seamless Transition to a Cashless System

The FEC implemented Ready Credit's cash-to-card kiosks across its locations. Key aspects of the solution included:

- **Effortless Cash-to-Card Conversion:** Guests easily transferred cash onto prepaid ReadyCards, usable across the venue.
- **Increased Guest Spending:** With an average card load of \$60.83 compared to the original \$40.42 cash ticket size, guest spend increased by 43%.
- **Operational Efficiency:** Reduced cash handling saved franchisees an estimated \$10,900 in labor costs and \$12,000 in shrink annually.
- **Improved Security:** The elimination of cash reduced theft risks and reconciliation time, allowing staff to focus on guest services.

***“ I'm So Glad We Did This! ”***  
*- Franchisee Testimonial*



## 90-Day Analysis

### Financial & Operational Impact

The transformation to a cashless model yielded impressive results:

- **Significant Revenue Growth:** On average, guests spent 95% of their loaded funds onsite, translating to an additional \$17.37 per guest.
- **Operational Savings:** Franchisees saved an estimated 1.5 labor hours per day, reducing staffing costs and increasing staff satisfaction.
- **ROI of 297%:** A combination of increased revenue and labor and shrink savings generated a net impact of \$51K per year per location.
- **Scalability Across 200 Locations:** If implemented chain-wide, the FEC operator stood to gain \$10M annually in increased revenue and savings.



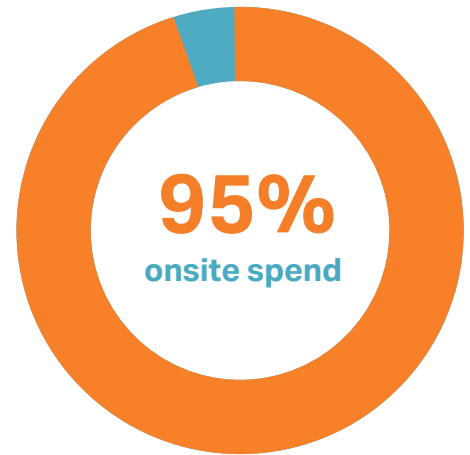


## Guest Behavior Trends

### Higher Spend, Smoother Experience

Data from the Ready Credit reporting tool reinforced behavioral insights:

- Guests loaded and spent more: The increased card load led to a 43% higher transaction value.
- School Field Trips & Group Events: High adoption rates among young guests, who found the kiosks easy to use.



## Industry Impact

### A Blueprint for FEC success

with Ready Credit serves as a compelling case for other operators seeking:

- **Enhanced Guest Experience**
- **Stronger Security Measures:** Eliminating cash mitigates theft risks and compliance challenges.
- **Revenue & Efficiency Gains:** Proven financial impact with a 297% ROI

*One General Manager enthusiastically endorsed the solution, stating:*

***“ Ready Credit has been a game-changer for our operations. It’s helped us reduce costs, minimize theft, and streamline customer transactions. I’m so glad we did this!”***



## Conclusion:

### Future-Proofing FECs with Ready Credit

Ready Credit's cashless solution has positioned this FEC operator as a leader in guest experience and operational efficiency. By embracing innovation, they have unlocked new revenue streams, reduced labor costs, and delivered a superior customer experience—setting a standard for the industry at large.

For any FEC looking to maximize profitability while enhancing guest convenience, Ready Credit is the trusted partner to make that vision a reality.

**Contact Us at**  
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