

FAMILY FUN



Inside the game room at Scandia Family Fun Center.



Scandia Family Fun Center in Rohnert Park, Calif.

Scoring Success Scandia simplifies operations

Scandia Family Fun Center in Rohnert Park, Calif., is unique in many ways. Two award-winning miniature golf courses feature obstacles such as a giant windmill, a Scandinavian castle, and other handmade replicas of buildings from around the world. Golfers also play around ponds, fountains, and well-manicured gardens.

Bumper boats, go-karts, batting cages, and an ever-changing array of the latest arcade games, as well as time-tested favorites, make the Scandia experience a good one for families with children of all ages. But the uniqueness extends beyond the customer experience. A new token dispensing system tied in to Scandia's cash registers also provides unique management benefits.

NEW TECHNOLOGY

About a year ago, Scandia

replaced its token dispensers with TokenTech 2000 point of sale (POS) models from TokensDirect®. The new technology automates the dispensing of tokens because the dispensers are connected to the point of sale system through serial cables that go directly into Scandia's Ideal POS Version 7.x cash registers.

With the new system, "cashiers can't make mistakes, so bookkeeping is easier and it also prevents employee theft," said Office Manager Breea Lota, who added, "It's given us good quality control."

With the volume of tokens dispensed on a daily basis, quality control and accuracy of count are important. This trio of token dispensers is kept busy doling out tokens for over 100 arcade games, as well as batting cages for both hardball and softball. That's over 40,000 tokens dispensed per week in the peak season of March through August.

The distribution is more heavily weighted towards peak periods and weekends. For example, during the rush hours of 6 to 8 p.m. weekdays, and from 10 a.m. to 8 p.m. on Saturday and Sunday, the rate of token dispensing almost doubles the daily average.

ELIMINATE ERRORS

Prior to the upgrade to the TokenTech 2000 token dispensers, Scandia employees would ring up the token sale, and then use a keypad to dispense them. Even a one percent error rate (meaning that one percent more tokens were dispensed than paid for) is not inconceivable.

At a one percent over-dispense rate, Scandia employees could provide customers with an extra 400 tokens per week. This figure, adjusted to include peak and off-peak dispense rates, may be understated.



LEFT: Front and back view of Scandia's tokens from TokensDirect.
 ABOVE: A trio of TokenTech 2000 Point of Sale units from TokensDirect.

However, employees are more likely to make mistakes when rushing to serve customers during busy periods.

On the under-dispense side, the

necessitates spending more ("Gee, this place is expensive") or leaving sooner ("Gee, our money did not last long here; this is not much of a

are given exactly the correct number of tokens for the price paid. And there is no opportunity for employees to sneak a few tokens for personal use (or for sale on the side).

Lota is so pleased with the automated token dispensers that Scandia has three additional models on order for the bumper boats and go-karts. These utilize larger diameter tokens (1.125 inches) as opposed to the .0900-inch tokens that serve the arcade and batting cages.

Someday soon the entire token dispensing operation could be automatic, and manually counting out tokens for customers could be relegated to stories and recollections of times gone by. And that will be good for both Scandia Family Fun Centers and the many customers the company serves in Southern California. ▲

Article and photos are courtesy of Jim Wahl, Wahl Marketing Communications.

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consequences might be higher. In this scenario, customers who have been inadvertently shortchanged spend their tokens faster, and could view the arcade or family entertainment center (FEC) experience as less of a value.

A family may find that they can spend less time at the arcade for their original budget, which either

value"). Either way, the long-term ramifications for a less-than-thrilled customer can be devastating to arcades and FECs.

MORE CONTROL

With the tighter controls provided through the automatic dispensing of tokens, Scandia eliminates these concerns. Customers who purchase tokens