



# The FEC Master Pack

6 checklists to keep you and your team on target.





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## How to Use the FEC Master Pack

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Family Entertainment Centers are complex creatures, especially when they're successful. The bigger you get, the harder it is to have a hand in every pot. As an owner/operator or general manager, it is on your shoulders to ensure every department at every location is running smoothly, operating at peak performance, and is consistently on brand and on target.

We know how challenging that can be. That's why we put together the FEC Master Pack.

The Master Pack contains the decades of industry knowledge our team has plus intelligence from some of the most successful FECs we work with all in one simple-to-use set of checklists that will help guide you and your team to operational and guest experience excellence!

Print them out and hang them up. Hand them out to key team members. Use them to do an informal audit and see how your team is currently performing against industry best practices. Add them to your onboarding process for new team members. They're yours to keep and use however makes the most sense at your facilities.

As always, the CenterEdge team is here to help. If you have any questions, concerns or want to bounce an idea off a knowledgeable third-party, let us know.

Sincerely,

A handwritten signature in black ink that reads 'Sherry Howell'. The signature is written in a cursive, flowing style.

Sherry Howell  
Brand Engagement Director

Being the face of the FEC is not always an easy job—like keeping that bright smile shining and making sure you have all the answers all the time. But if you’re not having fun, you’re definitely not doing it right! Use this easy Q and A checklist to make sure you’re hitting all the essentials, so instead of worrying about your top to do’s you can focus on the fun.

## DAILY

### Guest Experience Q&A

- Do you know what station or stations you’re working and all the responsibilities for each?
- Are you familiar with any scripts and up-to-date on recent changes?
- Do you have all the information and tools you need to address problems as they arise? [Read More](#)
- Do you know what to escalate and how?
- Are you providing enthusiastic service and engaging with guests whenever possible?
- Are all your interactions with guests pleasant and energetic no matter the kind of day you’re having?
- Do you accept and log feedback from guests—no matter the tone—with a sincere thank you and a positive attitude? [Read More](#)
- Do you make each interaction personal rather than simply reading the script every time? [Read More](#)
- Are you saying “please,” “thank you” and “excuse me” regardless of guest age?
- Do you deliver an exceptional experience to parents or chaperones whether by suggesting activities or offering a drink or snack?
- Are you interacting proactively with guests—making sure you’re speaking to them before they speak to you and offering assistance, playing games or starting contests?
- Are you offering guests combos or other offerings based on your conversations with them?

## Sales & Growth

- Always upsell! Make sure you pay attention to deals and combos and offer them to guests with a smile. [Read More](#)
- Become a redemption pro so you can serve multiple guests at once, deliver a high level of guest experience choosing selections, or saving winnings, and get them eager to play more.
- Be on the lookout for ways to cut down on wait time, whether it's using mobile stations to line bust at busy times, or a better way to interact with guests.
- Make sure you can easily navigate your food and beverage system to deliver the right order to the right guest fast—and troubleshoot any issues.
- Participate in training opportunities offered by your facility and team-building activities whenever possible.

## Party Hosting

- Check guests in as they arrive, meeting them at the front of the FEC. [Read More](#)
- Guide groups through the facility to the party area rather than leaving them to find the space on their own.
- Keep a look out for late arrivals at the front of the facility after the party has started.
- Accept and process payment from party parents in the last 30 minutes of a party to get feedback, finalize head counts and provide a simple and accurate invoice.
- Check on party guests' needs and add any items (food, rentals, etc.) to the party's event in your software to make check out accurate and easy.
- Stay within easy access of the group from the moment they enter and begin their activities to cutting the cake, even walking them to the door as appropriate.

As a shift manager, you're ultimately responsible for what your team does and doesn't do. That includes everything from staffing appropriately to managing the flow on the floor. Everything needs to get done and it needs to be efficient. Create the smoothest running shifts at your FEC by checking off these top tips for both in-the-moment to do's and long-term planning.

## DAILY

- Balance the safe from the night or shift before.
- Issue tills to team members coming onto a shift and count down tills for team members clocking out and leaving for the day.
- Conduct a shift huddle to get the team excited for the day, and to remind them about process changes, incoming groups and upsell promotions. [Read More](#)
- Check in with your front-line pros and ask if they have everything they need to address guest questions, concerns or problems.
- Do a visual inspection of the facility regularly to ensure it's clean and presentable, especially bathrooms, party rooms and rental areas.
- Watch for notifications to conduct station cash drops and be sure to log receipts for each transaction.
- Make a point to occasionally take team members' duties so guests see a manager's face and you can better relate to the challenges of your team.
- Check labor reports by the hour to see who has clocked in or out, who has taken a break and who hasn't. [Read More](#)
- Consider offering incentives to your team for going above and beyond, like a gift card for selling the most memberships.
- Check in on any parties at least twice—once during the action and once after food has been served.
- Know your data daily! Make sure you're viewing key reporting such as upcoming events and end-of-day balance to keep your finger on your FEC's pulse.
- Close and balance out all open tills.
- Make sure any events are finalized within your software before closing.
- Verify the safe at the end of the day, ensuring all amounts match.
- Take deposits to the bank after each shift.

## Team Management & Operations

- Keep service expectations high and strengthen relationships with your team members by having one-on-ones once a week. [Read More](#)
- Do you have a clearly defined cash control process that outlines key techniques and how to identify risky behaviors?
- Are you receiving notifications for things like group arrivals by arrival date so a party doesn't slip through the cracks?
- Being "on" all the time is tough. Offer recovery breaks for your front-line during busy times, allowing them to do simple ongoing tasks such as restocking, clean up and organization as a quick, 10-minute breather.
- Team members want to know their job matters. Offer them leadership opportunities for projects in your facility. They'll become more bought in to you and your facility, and you just might learn something!
- Provide opportunities for team members to get additional training. [Read More](#)

## Scheduling

- Cutting corners with staff can bring down team morale and service. Take in your areas during busy times from a guest's perspective to see if your staff (and your processes) are meeting the needs of your facility.
- Schedule extra staff in high-traffic areas of your FEC to line bust or where questions arise or help is needed frequently.
- Have you done a labor cost analysis? Keep an eye on sales over time and your staffing ratio so you know if you need to change or rearrange schedules. [Read More](#)
- Check that breaks are both well-planned and being used so there is always coverage on the floor, labor laws are being enforced and so team members don't burn out.

A solid sales process and a toolbox full of enticing marketing efforts will get guests to visit and keep them coming back for more. Run through this checklist to make sure you're focusing on pulling the right levers and pushing the right buttons to keep your facility top of mind and maximize your bottom line.

## PROCESSES & ROUTINES

- Do you ensure all sales phone calls and messages from the night before are returned in a timely manner?
- Is your sales team building rapport with potential guests in a genuine way? [Read More](#)
- Are front line team members being coached to always upsell when it makes sense? [Read More](#)
- Are you making post-party follow-up calls to guests who have recently had parties in your facility?
- Does your group and party-booking system tie directly to your scheduling system, your customer database and your POS?
- Do you create unique packages that include enticements for future visits and provide a customized approach to group bookings?
- Are you personalizing your marketing efforts by targeting guests based on location, age group, birth date, last visit or other demographic?
- Are you using loyalty programs to encourage return visits?
- Do you offer a guest loyalty program that brings guests back more frequently and offers great benefits?
- Does your POS system integrate with other sales and marketing systems like Constant Contact?
- Do you send e-blasts or newsletters to guests using a customer database?
- Are you putting enough thought into your emails and piquing potential guests' interests right away? [Read More](#)

## ONLINE EXPERIENCE

- Is your website up-to-date and user friendly so guests have an exceptional experience whether they're visiting to purchase tickets or passes, birthday parties or learn more about your facility?
- Do you have an online store that drives sales?
- Can guests fill out waivers online quickly and easily?  
[Read More](#)
- Are you pulling your entire customer email list of anyone that's filling out a waiver and marketing specifically to them?
- Do all your social media profiles reflect accurate information about your facility?
- Are you cross-promoting your social media pages throughout the facility?
- Do you update appropriate social media platforms frequently to deliver good, useful content?
- Are your hours accurate on your website, on Google and on social media, including holiday and special hours?
- Are you responding to every review or social post to develop important relationships with your audience?

## OPERATIONS

- Are you holding weekly event-sales meetings to make sure guests are getting the experience the salesperson sold them?
- Is your team involved in the community with neighborhood events, street teams, networking, chamber of commerce meetings and more to build relationships and showcase what you have to offer?
- Are you delivering motivation and positivity to your teams early in the day?
- Do you give incentives to your sales team for meeting goals?
- Does your team keep an open mind about sales opportunities and understand sales can happen anywhere—even outside the facility?
- Are you planning for the offseason and increasing your marketing efforts during that time? [Read More](#)
- Are your sales and operations teams working together towards one common goal? [Read More](#)

## REPORTS

- Are you using detailed reports and historical information to deliver the right discounts and specials to the right customers? [Read More](#)
- Can your guest data reports be exported for use in Constant Contact or any marketing email system?
- Are you turning marketing into sales by checking newsletter open and click-through rates and following up with engaged prospects with sales calls?
- Can you do reporting and create custom reports?
- In your operations meeting each week, are you looking at event sales and revenue to see how many parties were booked and what the average party sales were?
- Are you checking to make sure add-ons were sold to guests at the time they booked or soon after?
- Are you working smartly with party guests' data by having them email their invitations, collect RSVPs and send personalized thank you's electronically?

Overseeing the financial and operational well-being of either a single or multi-facility FEC requires a strict dedication to analytics, data and organization. To get everything done, you need one source of truth. Here, we break down the variables to track and the routines that will help keep the business running according to plan.

## REPORTING & ANALYTICS

- Have you identified the reports you must review most often and set them up to be automatically emailed on a daily or weekly basis?
- Do you review daily and monthly sales and compare them to your overarching goals?
- Do you look at daily and monthly labor costs versus your labor cost goals?
- Are you diving deep into labor reporting to determine how they're trending on not-so-busy versus busiest days of the week?
- Do you look at labor costs by hour across your sites to ensure proper staffing and identify outliers?
- Are you wrapping up the day or starting your morning by reviewing the previous day's reports?
- Do you use the end-of-day balance report and compare sales throughout the month?
- Do you view the daily sales summary and divisional sales summaries to check where you get the most sales from and where you don't?
- Are you looking at the discount summary by date range to get insight into things like marketing promotions and how they perform on a daily basis?
- Are you making use of inventory reporting and tracking any inventory movement such as reductions and waste?
- Do you check on events booked by date range and by sales team members to understand the average event sale, how many events were sold and know which individuals are hitting goals?
- Are you providing all of your locations with a comprehensive monthly report to show sales versus goals, where locations need help and where others excel?
- Do you use customer-based reporting to check on marketing efforts regularly?

## OPERATIONS

- Are the most important reports from each location being sent automatically to the head office?
- Do you check the payroll summary by department at each location?
- Do you complete a training budget comparison by location?
- Do you have each location complete a monthly inventory count the last day of each month?
- Have you established key vendors to ensure the best pricing and options for food and beverage, marketing items and print media like tickets, wristbands, etc. for your larger organization?
- Are all event bookings for every location centralized to ensure consistency?
- Do you use the data from email analytics to create new offers and announcements or promotions to target specific groups?
- Do you have consistent group naming configurations for all event types (ex: nonprofit, camps, companies) to ensure consistency in year-over-year data?
- Do you have weekly conference calls with all General Managers to go over business development, staffing and operations?
- Do you meet in-person with your entire group at least once every 6 weeks?
- Do you do a regular KPI check-in with each location?
- Are you having consistent communications with all General Managers?
- Are you making sure your team member training and onboarding protocols are effective?
- Do you look into all survey and online feedback provided by guests, post visit, to identify trends and make improvements and notes as needed?

## CASH CONTROL

- Are you making sure there are no discrepancies in cash tills across all locations?
- Are you checking deposit summaries for all locations ensuring accuracy?
- Are you cycling through cash control on all facilities every 15 days?
- Do you use reporting as part of your cash control strategy to do internal audits?
- Are you doing quarterly check-ins with a financial controller?

A POS system should do much, much more than just process transactions. The right solution can create efficiencies and enhance your FEC in ways you might never have expected—and in more than just one area. Take the test to see if yours is hitting the mark.

## ▶ **ONLINE SALES & TICKETING**

### Can your software...

- Take deposits for birthday parties and group events booked online without manual data input into separate systems?
- Have online sales appear seamlessly on your local reports as a separate revenue center or part of overall sales?
- Display retail merchandise with pictures and detailed descriptions—all updated in real time?
- Flawlessly manage capacity ticketing sales, schedules both online and in store to maximize revenue and prevent overbooking?

## ▶ **PARTY BOOKING**

### Can your software...

- Manage schedules and capacities for attractions, areas and party rooms?
- Track upcoming events on the calendar with area assignments?
- Display block scheduling for pre-defined times or open scheduling for flexibility?
- Automatically send party confirmations, reminders and follow up reminders to customers in your database?
- Provide virtual invitations so parents can keep track of their guest list?
- Generate player or arcade cards in bulk without swiping each card?
- Create unique packages to accommodate your parties and events?

## INTEGRATED WAIVERS

### Can your software...

- Enable 24/7 access for online waiver completion?
- Send a barcoded PDF copy of the waiver to guests for fast check in?
- Easily process waivers for families with multiple children?
- Tag any item for sale as requiring a waiver to prevent tickets or admission from being sold without a valid waiver on file?
- Send waiver links to party and group guests for completion in advance of a visit?

## ACCESS CONTROL

### Can your software...

- Generate tickets, wristbands or RFID technology on demand?
- Integrate with contactless turnstiles or handheld devices?
- Offer mobile ticketing for fast on-site processing?
- Add credit card tokens to multiple cards or wristbands from a single credit card and set custom spending limits at guest request?
- Load cash, credits and entitlements to use as tender on tickets, cards or wristbands?
- Validate pass holders or members using photo ID at managed access points?

## FOOD & BEVERAGE

### Can your software...

- Support quick-serve and full-service food & beverage arrangements?
- Customize templates, server-based tabs and graphical seating charts?
- Secure cash handling with biometric controls to limit cash drawer access and secure cash handling?
- Easily take orders with modifiers and send to various kitchen printers or display systems?
- Speed and simplify bills and tabs with intuitive split or combine check functions and full reporting?
- Enable complete inventory control with recipe building and auto-generated purchase orders per vendor?
- Deliver audit capabilities and the ability to support multiple vendors and costs per inventory item?
- Allow you to design custom screens for your food and beverage system for ease of use by station or areas?

## CASHLESS GAME ROOM AND REDEMPTION MANAGEMENT

### Can your software...

- Integrate with cashless systems for ticketless game room operation?
- Deliver business insights by connecting guest and cashless data?
- Assist up to 16 guests using 8 employees per computer?
- Monitor all customer activity on one screen?
- "Bank" leftover winnings on a guest's account or player card?
- Operate with or without scanners or other peripherals?
- Enable a comprehensive customer loyalty program by creating rewards in your redemption center?
- Control the number of tickets redeemable without manager approval and whether they should be added or rounded?

## EMPLOYEE MANAGEMENT

### Can your software...

- Optimize your staff schedule around real-world sales data to control costs?
- Correlate every POS item to video footage of the transaction?
- Combine your time clock with your actual schedule for maximum efficiency?
- Easily create schedules and distribute them to team members?
- Prevent overscheduling minors?
- Allow you to make schedule and holiday templates for ease of scheduling?

## REPORTING

### Can your software...

- See sales trends broken down by guest type, location, day of the week and more?
- Help you understand what your guests want, when they want it and what drives them to spend more?
- Give insight into who on your team is performing the best so you can reward them?
- Filter your data to extract maximum value?
- Create custom reports and views on demand to dive deep into your business?
- Send and receive data directly from QuickBooks?

## BEFORE THE PARTY

### Initial Interaction

- Give guests a great experience from the start with online booking capabilities.
- Make it clear what's included in party packages—from food and beverages, to attractions and room rentals.
- Review all the party details with the party parent during the sales call (including date and day of the week, start and end time, schedule of events, food selections and small detail items).

### Post Booking

- If the party was booked online, call the party parent to confirm details and offer upsells (including additional food needs for adults attending, themes or other special accommodations requested).
- Send a confirmation email with party details, FAQs, deposit receipt and invoice.
- Include links to waivers in party invitations and guest lists.
- Use your software's e-mail invite feature to invite guests and track RSVPs.

### The Week Of

- Conduct a party prep call with the party parent to review and confirm guest count, RSVP list, check in times and offer any last-minute upsells.
- Confirm last-minute details and changes with your team as needed.
- Produce any tickets, wristbands and arcade cards purchased for the party in your software.
- Prep welcome signage, themed decorations and confirm attraction and room schedules.

## DURING THE PARTY

- Station team members at the front door with welcome signs for the party guest of honor.
- Engage party parents immediately—help with packages, review party schedule, etc.
- Verify waivers in a timely fashion as guests arrive.
- Ensure team members interact with the guest of honor and make them feel special.
- Create FUN - stay with the party and become part of it.
- Have a few party activities ready and available for unexpected transitions or lulls.

## AFTER THE PARTY

- Provide a detailed invoice and survey 15 minutes prior to the conclusion of the party to help signal the end.
- Enthusiastically end the party with a big send-off.
- Relocate guests out of the party room and help take gifts and leftovers to the party parents' car.
- Conduct post party follow up calls thanking parents and asking for any additional feedback.
- Use any survey comments or guest feedback to make changes or compliment your team on a job well done.