

A Case Study

How The Funplex Turned Self-Service Into Smarter Growth



Lower Labor

4,500+ labor hours saved



Faster Guest Flow

37,000+ admissions redeemed without the wait



Easier Spending

6,000+ credit card transactions at the reader

Inside The Funplex

For nearly **30 years**, The Funplex has continuously grown by giving guests more ways to play. Lahn Hospitality and Amusement Group operates two Funplex locations in New Jersey; both span over 15 acres and combine a large mix of indoor and outdoor attractions, games, and water park offerings.

As the Funplex has added attractions and reached new audiences, their technology has needed to keep pace with an increasingly complex guest journey.

Explore Their Story

A Day in the Life Before

On a busy day at The Funplex, it took four or five team members just to keep guests moving through the front entrance.

They were processing prepaid reservations, walk-up admissions, and cash transactions before guests ever reached the attractions.

In a state with high labor costs, staffing the entrance at that level was an expensive way to begin every busy day.

“Labor in New Jersey is very high. When it’s very busy, having five team members at the front is a really expensive proposition,” CEO Brian Williams explained.

The impact extended beyond labor. Lines created a slower, more frustrating start to the visit, while guests who ran out of credits had to interrupt their experience to add value.

Each extra step caused friction, potentially leading guests to end their visit sooner or refrain from making additional purchases.



The Vendor They Didn't Want

The Funplex team knew adding self-service could solve much of that friction, but they didn't want to introduce a disconnected vendor, separate fee structure, or support relationship. The team needed a solution that worked with its existing CenterEdge system, reduced pressure on admissions, and made it easier for guests to continue playing and spending throughout the park.

That led The Funplex to CenterEdge Play.

All In One Like Never Before

CenterEdge Play, CenterEdge's cashless solution, brings software and support built for entertainment businesses together with proven hardware manufactured by PayRange, a leader in unattended-payment technology.

That manufacturing partnership gives operators like The Funplex purpose-built kiosks and readers powerful enough to manage complex operations both indoors and out. For The Funplex, choosing to expand their current solution was a smart way to modernize the guest experience without adding more complexity behind the scenes.



At the Door

Funplex deployed five CenterEdge Play Wristband Kiosks to handle online-order redemption and walk-up purchases, eliminating bottlenecks and reducing admissions staffing from four or five team members to one team member to welcome guests and answer questions.

With dual dispensing, each kiosk can issue admission wristbands, game cards, or both, giving operators more flexibility while making the purchase process easier.

Around the Facility

Additional kiosks were installed throughout both properties, giving guests convenient places to check balances and reload as they move throughout the park.

Now, guests "buy their admission, add on credits, and sometimes add more as they go throughout their day," Brian said. "It's just a simple tap-and-reload process. Very easy."



At Games and Select Attractions

The Funplex added VQF readers that accept credit cards directly at select high-value, high-volume experiences, including VR, cranes, merchandise games, and other select attractions. When credits run low, guests can tap, pay, and keep playing without stepping away to add value to a wristband or card.



"I really love the fact that guests can tap their credit card on the readers directly at the games because they don't have to interrupt their play," Brian said.

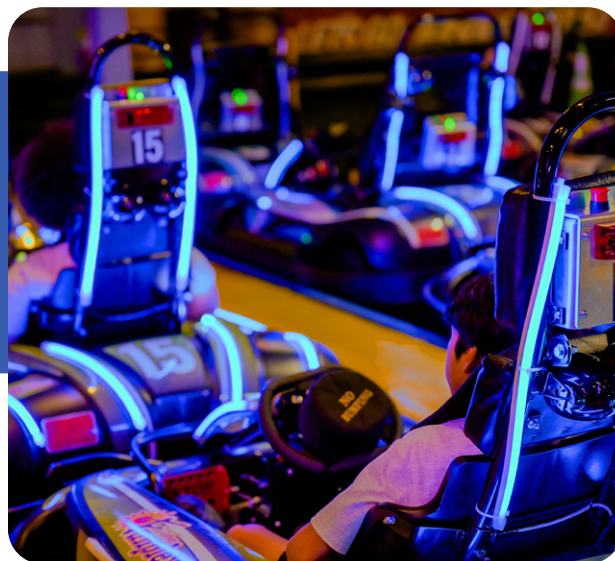
A Smarter Guest Journey

On the busiest days, one team member can now easily support five admission kiosks. Across both Funplex locations, that staffing reduction represents more than 4,500 labor hours saved during peak summer hours from Memorial Day to Labor Day while still keeping personal help available. Prepaid guests also move through the entrance faster, even on the busiest days.

The impact continues inside the parks. Self-service reloads reduce the routine transactions team members handle, while VQF readers let guests make another purchase the moment they want to keep playing. In fact, during the most recent summer season, games and attractions equipped with VQF readers saw an additional 6,000 credit card transactions at the point of play, providing clear evidence that removing payment friction can create measurable revenue opportunities.

"We've seen some really good weeks where people have [used it], and it definitely has positively affected our collection reports on those games," Brian said.

For The Funplex, CenterEdge Play has created a simpler operation: less labor at key transaction points, faster movement through the parks, and more opportunities to capture revenue without interrupting play



The Icing on the Cake

For nearly 30 years, The Funplex has grown by paying attention to what guests need and making smart operational decisions that keep the business moving forward.

By rethinking how guests enter, reload, pay, and play, The Funplex has created a smoother experience for guests while reducing labor and opening new revenue opportunities.

"We've grown the business over the years so much," Brian said. "CenterEdge has been good at helping us grow our business, supporting us in a lot of ways. And this last iteration, I think, has been the real icing on the cake."



CenterEdge is a fully configurable software solution that empowers the world's top FECs and startups to orchestrate successful, scalable operations.

Contact us today to see how we could help your facility.



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