

Happiness Abounds

How the wide variety of fun at Hickory Falls maintains balance with operational efficiency



Company Overview

Hickory Falls has been one of Central Pennsylvania's most popular entertainment destinations since 2002. It features a wide range of attractions, such as laser tag, mini golf, go-karts, virtual reality, and various games, catering to a wide audience.

But when offering such a wide variety of fun, you have to be at your operational best. We sat down with general manager Nichole Myers, who shared how they drive efficiency in three core areas, with a bit of help from the CenterEdge team.



Quick About

- **Number of locations with CenterEdge:**
1 Location
- **Number of years with CenterEdge:**
12 Years
- **CenterEdge solutions they use:**
The full Advantage Suite plus CenterEdge Payments and Dual Pricing
- **Favorite tool within CenterEdge:**
Reporting, Team Management, Kitchen Display System

The Problem

After opening a facility that offered mini golf in 2002, it wasn't long before the original owners realized that they wanted to expand and begin to provide more attraction, game, and dining options to their community. As they started adding to their mix, they soon found they needed a system to help manage their business more efficiently.

A growing operation meant more staff, more complicated schedules, and more labor costs. Without a robust system, they would continue to have difficulties understanding the true costs of labor and overall profitability of the business. A lack of clear and comprehensive reporting would also limit their ability to identify areas for improvement and capitalize on growth opportunities. It wasn't long before they found CenterEdge.

The Solution

With CenterEdge's Advantage Suite of Software, not only did the Hickory Falls team gain access to the sales and events management software needed to sell and manage their offerings, but they also gained access to a fully integrated team management system for time clock and scheduling.

This allowed them to optimize staff schedules, minimize labor costs, and improve overall staffing efficiency.

Additionally, they were able to take full advantage of CenterEdge's best-in-class reporting capabilities with dozens of reports for labor, sales, and more, empowering the smart management team to make data-driven decisions.

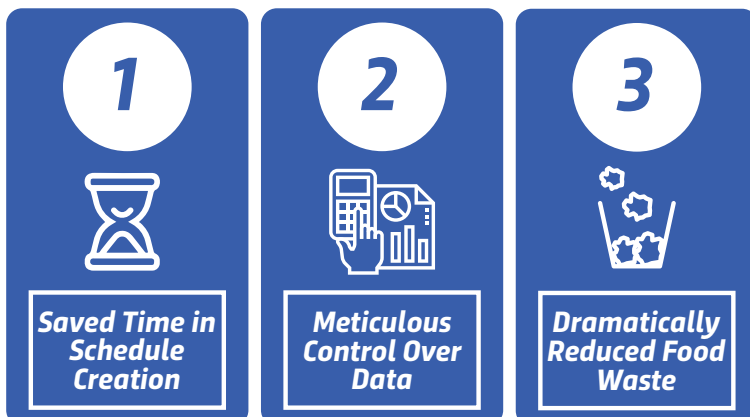
Over time, as the Hickory Falls team continued to elevate their offerings, they brought on general manager Nichole Myers, whose food and beverage background allowed her to quickly recommend implementing CenterEdge Kitchen Display Systems (KDS) in an effort to reduce waste and rework.

Results

This savvy team took a critical look at their scheduling processes and adopted the use of CenterEdge's scheduling templates and drag and drop schedule creation tools to efficiently develop schedules. By creating standardized templates for the staffing needs at different periods of the year, they streamline the scheduling process, saving critical time while ensuring accuracy.

What sets Hickory Falls apart is their proactive use of these tools to continuously compare current labor costs with past schedules. This allows them to swiftly identify areas for improvement and capitalize on opportunities. With easy access to sales, labor, and profitability reporting, they're able to maintain a firm handle on the health of their business.

This health continues to improve with the operational practices they implemented in their kitchen, too. They overhauled their kitchen management by transitioning from traditional kitchen printers to a Kitchen Display System (KDS).



This innovative move allowed them to optimize order timing for an enhanced guest experience while minimizing waste and rework.

With the KDS system, orders are precisely timed and efficiently communicated to kitchen staff, ensuring that each order is prepared with precision and presented to guests at exactly the right time.

Conclusion

With such an eye for the details, it's easy to see how Hickory Falls has become an icon in their community. Addressing challenges in staff management and gaining deeper insights into financial performance have been key milestones in their journey toward long-term success.

With the time and cost savings they've benefitted from, they continue to find ways to develop a more loyal fan base. Next on their list, according to Nichole, is to implement a compelling rewards program. No doubt they'll win at this project like they have so many before it, and we're honored that CenterEdge gets to play a role in that success.



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

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