

“Going Green” by going Ticket-less

Three years ago, one could not convince me to consider converting any redemption arcade to a ticket-less operation. I have thought about it, but getting rid of the tickets was never an option for me. Our industry has been doing this successfully for more than 30 years. The excitement of seeing the tickets and all that goes with it was an important factor to ticket redemption. Nothing is better than a customer walking around with an arm load of tickets and large smile, right? Well, I was wrong. Ticket-less does work and it has proven to be extremely profitable when done correctly.

Two and a half years ago a new customer asked me to redo and set up his existing arcade. He wanted to go token and ticket-less. I tried my best to talk him out of it. I had done my homework about the subject and all of the industry veterans said, “Don’t do it, it just doesn’t work,” although nobody could tell me exactly why it would not be successful. I was able to convince the customer that going with the debit card system was a great idea, but to keep the tickets.

I was a fan of the card systems; however ticket-less FECs were still a new area that I had not explored. My customer continued to insist on going ticket-less. We talked at length about the consequences and knowing I was not completely on board, we finally agreed to move forward with the project. He was the customer and you do what your customer wants. I told him I would give it my best and we would have to accept the consequences and work through them. To my surprise it worked very well. However, the quick-coin games failed worse than I thought, this was one of the side effects of going ticket-less.

I realized that when you go token and ticket-less with a quick-coin game, the customer had to go to a token changer, get tokens, and then play the game. That meant the game did not know who was playing and did not know who to reward.

When you received your ticket amount you then had to swipe your card after the game to collect the reward, unlike the other games.

To correct this problem, I developed our Universal Hopper Kit. When installed in any quick-coin game it dispenses your coins right at the game. Now all the games in your debit card, ticket-less arcade are set up the same.

Now, when you walk up to any game you swipe your card first. At this point one of three things happens. One, the game starts, two, you may be prompted to hit a start button, or three your game gives you tokens. The system can be set to deliver any amount the location desires. After the card is swiped, it recognizes and rewards that player. By doing this, quick-coin games are back to earning very well again.

Benefits of going ticket-less are:

- Saving money on not buying tickets
- Saves labor cost of your employee loading tickets
- Eliminates ticket jams. (No tech cost)
- No more storage of tickets
- Eliminates coin jams (no tech cost)
- Customers spend more because they are not waiting for tickets to come out (They are on to the next game to play)
- Customers spend more because they are not at the ticket machine spending time getting rid of tickets (Again, on to playing another game)
- Mothers love it because it saves them time not dealing with the tickets when mom says, "It's time to go home."
- Customers love the idea of "going green"

If you decide to go ticket-less, you should most definitely market the fact that you are "going green." Explanation of your ticket-less system will help get customers

on board. I was worried about the kids, but they think it is awesome and caught on quicker than the adults. They are excited to have their own debit card and know instantly how to use it.

I could not tell you enough about how profitable and successful “going green” in our arcades has been. In the past three years, 98 percent of the projects we have been involved in have gone ticket-less. It is worth the investigation. If you have further questions please feel free to contact me.

Global Coin-Op owner, Steve McCaul, started his career in the coin-op device industry 35+ years ago. Global Coin-Op Equipment opened its doors in 1995 specializing in distribution of amusement redemption games & equipment. Global offered a full line of redemption products to include arcade, crane, and novelty games and supporting equipment, plus video games. Contact Steve at www.globalcoinop.com or call toll free: [1] 888-513-8172.