

Sinking a hole-in-one, cash management-style

Family fun venue **Golfland** makes cash handling less of an obstacle.



Paragon 4L

THE CHALLENGE

Counting money can't always be fun and games—even when your business involves miniature golf, arcade games, and water slides.

With eight unique locations across California and Arizona, Golfland Entertainment Centers faces a variety of cash volumes and business needs. While cash transactions at some locations are minimal, other larger locations could process 60 or more cash drawers a day. Jim Kenney, Secretary Treasurer of Golfland, said the high variability makes it difficult to scale operations—or have dedicated personnel for cash-specific tasks. At larger locations, where cash management is an extensive manual process, teams needed an entire day to collect and reconcile cash drawers.

“For a lot of locations, it just wasn't economical to have someone with that training to collect the cash drawers after the evening shifts,” he said. “We're a company that's pretty much open 365 days a year, and we're open at 10 in the morning to, depending on the time of year, midnight or later.”

And assigning cash-handling tasks to other employees isn't always possible. Kenney said Golfland employs up to 1,500 people during peak times. Most of their part-time employees are young adults—many working for the first time ever—who have little or no register experience, making it difficult to assign them heavy manual cash-handling tasks.

Between lack of experience, long hours, and human error, he said daily reconciliation was prone to inaccuracy, which could total hundreds of dollars out of balance.

THE SOLUTION

Kenney said he knew a better technological solution was out there, having heard about money processing at seminars and trade shows. So one day he went shopping for cash recyclers.

“I'm picking the business apart and analyzing it,” he said. “So when I walk into Walmart or Costco and see they're using a money processor, I'm the kind of guy that will walk over there and say, ‘Hey, what are you using, and how do you like it?’”

Kenney said general managers let him take a closer look at their Revolution cash recyclers. Recognizing proven, ATM-like hardware paired with reliable software, he investigated further.

Several conversations, installations, and training sessions later, Revolution cash recyclers were integrated into each location, according to their cash volume.

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Jim Kenney
Secretary Treasurer of Golfland

THE RESULTS

Following installation, Kenney noticed a dramatic drop in the number of labor hours spent on reconciliation. “At these larger locations,” he said, “it generally took two people the better part of a normal work shift, and another person working in the evening. Now, it’s not even a full-time position.”

For example, cash verification alone used to take an employee between 15 and 30 minutes to complete. Today, that same task takes less than two minutes.

BEFORE

Cash verification:
Up to 30 minutes
per cash drawer

**Monthly Vault
inaccuracies:**
±\$100

AFTER

Cash verification:
Less than 2 minutes

**Monthly balance
inaccuracies:**
±\$2

In addition, while work hours went down, accountability skyrocketed. Before integrating Revolution cash recyclers, he said employees often broke the “chain of custody” for cash drawers, with cashiers handing off tills and other cash duties to supervisors; but cash recyclers now connect drawers to specific employees using PINs. Cashiers simply retrieve their tills from the machine and verify them at the end of the shift.

Kenney also appreciates the instant feedback cash recyclers provide, telling users right away if balances are correct—and helping management act if needed.

Shortages and overages are also on the decline. On average, monthly recycler counts are less than \$2 off, meaning Revolution cash recyclers help circumvent even novice cashiering mistakes.

CONCLUSION

Revolution cash recycling solutions help entertainment venues to:



Improve daily count accuracy and minimize monthly overages and shortages



Reduce hours needed for cash management



Improve till accountability



Add technology that's simple to use, no matter the experience level

ABOUT



Golfland Entertainment Centers is a premier family fun venue based on the West Coast, featuring award-winning miniature golf, water parks, arcades, and other attractions. Family owned and operated since 1953, they have grown from a single location to eight parks across California and Arizona.

Revolution Retail Systems

Revolution Retail Systems is a Texas-based company with years of experience delivering cash management technologies for retail and business. As a leading innovator of cash automation technology, Revolution currently supports some of the world's largest retailers. And with over 15,000 cash recyclers deployed in North America, they are not only transforming the way retailers handle cash but are rapidly growing their business base.