

DAVE & BUSTERS' POWER CARD GAMING & LOYALTY CASE STUDY

Objective:

With 40 - 50% of Dave and Buster's revenue coming from the amusement and gaming portion of their locations, it is a central focus for both profitability and customer service initiatives. In 2006, the company began evaluating self-service automation of gaming card sales within their 48 stores.

While most of Dave and Buster's bar and restaurant staff overhead is fairly low, the front desk staff who managed the Power Card sales were at a significantly higher pay scale. In order to realize an attractive ROI, the kiosk initiative would have to eliminate the personal attendants required for the function and replace the dated Micros workstation terminals they operated. Equally important, Dave and Busters sought the line-busting benefit and self-service control options to improve the customer's experience in their locations.

When considering kiosk hardware design, Dave and Busters set out to create kiosks that complemented the interior of their stores and reinforced their corporate branding. They required a countertop unit that would replace their Micros stations within their existing Power Station infrastructure, and stand-alone units that could be placed throughout the stores.

Functions included re-charging existing gaming cards; dispensing new cards with stored values, cash and credit card acceptance, change dispensing.

Solution:

For their custom software solution, Dave & Busters partnered with St. Clair Interactive, leveraging rapidly deployable Application Software Templates, Remote Management and Content Tools. Their primary application functions of selling, dispensing, checking and re-charging power cards were laid out for customers in a fast and easy user interface, increasing customer adoption of the self-service initiative.

St. Clair incorporated extensive back-end /product line management functionality and flexibility, and sophisticated remote monitoring tools for measuring kiosk activity and transaction counts. Simultaneously, they facilitated the upgrade of their gaming platform to the MARS system.

With custom hardware requirements, they turned to KIOSK Information systems for solution design, integration, and volume manufacturing. With 200 kiosks successfully deployed, Dave and Busters has automated 98% of their 48 stores, putting them solidly on track to their deployment goal of **\$1M in annual labor savings**.

Unique hardware elements included:

- Power Card dispenser
- Credit card reader
- Bill acceptor / dispenser
- Touch screen
- Receipt Printer

