



# GameALERT®

REAL TIME KNOWLEDGE

## A GameAlert ‘Story’

The life of Mike, the game technician at Fun For All, is now a complete disaster. Last evening his wife, Susan, informed him she was leaving him and wanted a divorce. She just couldn't put up with Mike's negativity and his constant complaining about his job and his boss.

Mike is a great technician with 8 years of experience and loves to repair games and find ways to keep them operating smoothly. He takes care of 60 games and loads tickets and unjams tokens, tickets, and bills a lot these days. His job on a weekly basis also includes collecting and counting the tokens from each game and recording coin and ticket meters, as well as taking meters on the token dispensing changers, ticket centers, and loading and inventorying the merchandise dispensing games. Mike dislikes doing all of this paperwork but he does his best even though he knows his handwriting is not that clear. He often makes guesses when reading the small and dirty digits on the mechanical meters. Even with a flashlight, 3's look like 5's or 8's and vice-versa. Often 1's look like 7's. Sometimes Mike even leaves off a digit or finds a couple of meters that have broken at some time during the week or a couple that have the same readings as the previous week. Now he has to spend more time installing new meters. Before he turns in his paperwork he changes some of the numbers that are obvious mistakes.

With all this on his plate, Mike has little remaining time to repair games and no time to do preventive maintenance. He is always behind on his repair work. Mike used to complain to his boss, Jay, but it only got him in more hot water. Mike is no longer in a good mood and has been telling his wife, Susan, about how much pressure there is on him at work and that he is not appreciated. Mike is secretly looking for another job, even if it pays less.

Jay, the General Manager and Mike's boss, is a numbers guy. He diligently reviews the collection reports each week and has a meeting with Mike to show him all of the discrepancies. The collection reports are prepared by Megan who enters the data that Mike provides into a spreadsheet. Mike knows that Megan also makes mistakes but Jay likes her work and defends her. Jay is always on Mike's case. Jay points out games that have high or low ticket payout %'s and wants to hear verbally from Mike that adjustments have been made. Jay is not happy with Mike's work performance and also feels that Mike is lazy and would rather order an expensive part for a game than try to repair the malfunctioning part. Jay is further upset with Mike because part of Jay's annual bonus depends on how well the games do when costs of prizes, game related labor, and parts are factored in. Jay did not receive a bonus last year and this year it does not appear that he will either.

Mr. Thompson, the owner, relies on Jay to run the FEC. He is not happy with all of the errors he notices on the game collection reports and Jay assures him that the errors are caused by Mike. Mr. Thompson is aware of the high game parts numbers and certainly notices that gross game revenues have been declining. He also feels that too great an amount of prizes are redeemed and Mike is probably setting the games to give out too many tickets and prizes. Jay has confirmed to him that Mike is in charge of programming all of the games.

Mr. Thompson recently read an article about this inexpensive game tracking system called **GameAlert**. He showed it to Jay and Jay told him that it would be a waste of money and all of the information that it provides they already have. Mr. Thompson still had questions so he went to the GameAlert website and requested a demo. What he learned convinced him that he should give this system a try.

When Jay told Mike that a new system named GameAlert was coming, Mike could not believe his ears. He knew a little about GameAlert from industry e-newsletters, but shuddered at the thought of the time it would take him to install it. Who would oversee the system? You guessed it, Mike would. Of course Jay would not help and Mike would have to install it

on his own. GameAlert arrived the next day and so the process started. Jay thought Mike could just stay nights if necessary to get it installed. Mike discovered that the installation process was so easy that he was able to have two other employees, Kristin and John, stay late two evenings and assist him. When Jay saw that Kristin and John were helping, he volunteered to input the games and set up the dashboard. Everything was completed 3 days after the system arrived.

Mike no longer had to write down any meter numbers at token collection time. He still wanted to count the tokens from each game and compare them with the GameAlert reports. Jay wanted to count the token changers bills to check the accuracy of each changer. Megan no longer had to input game data and that frees up 4 hours/week. The token counts matched the tokens that were counted and the bills matched. Mike and Jay could instantly see that the ticket payout percentages were accurate but still many were way out of category ranges. Mike now had a full day of extra time and Jay could instantly print out the reports he always wished he had and show them to Mr. Thompson.

Over the next two weeks, Mike received email 'alerts' on his cell phone from GameAlert for low tickets, ticket jams, possible coin jams, games not being played for a programmed period, and low token hopper or jammed bill acceptors on the token changers. The staff behind the redemption prize center could also see these alerts coming through on the dashboard screen and they just naturally joined in to see how fast the problems could be corrected. This was more fun than just standing behind the redemption prize counter during slow periods. Clearing the game problems became a team competition. Jay could even see that fewer games were down and game revenues were slowly increasing. Meanwhile, Mike was really enjoying taking care of repairing the games in order of their revenue earnings.

Mr. Thompson could also see the dashboard from his home and watched in amazement how quickly his games operation was improving. He decided to visit and see what Mike was doing? He found Mike rebuilding a pusher motor on their top earning game and was informed by Mike that if he could repair it quickly, it could save Fun For All over \$500. Mike was smiling and so was Mr. Thompson.

The story has a happy ending. Mr. Thompson has included Mike in the bonus program and it looks like Jay and Mike will receive bonuses this year. Mr. Thompson can now see how much labor is being saved now that Jay doesn't have to spend so much time 'supervising' Mike. Megan doesn't have to input game data, game revenues are up and parts bills are down. To accomplish all of this Mr. Thompson is paying approximately \$5000 a year or only \$100/week (includes financing GameAlert and paying the monthly monitoring/upgrade fee) over the next 4 years and then that amount is cut in half to \$50/week. Mr. Thompson now sees happy employees and Jay and Mike now get along very well. Mr. Thompson has already approved the purchase of 5 new games that he read about in The Redemption & FEC Report.

Mike is now happy in his job and his wife, Susan, has noticed the difference. They are now considering starting a family now that Mike will be getting a bonus and probably a raise upon his next review with Jay. Rumor has it that Jay got a raise from Mr. Thompson, but of course no one knows for sure.

