

Kiosks Built For Player Loyalty

Gaming Kiosks

Benefits of Gaming Kiosks for Casinos



Like any business, a casino resort wants to have an accurate idea of the performance of its offerings. What games are most popular? Are certain machines popular at certain times of the day? Are players using the spa or gym, and if so, during what hours? **Loyalty Program Kiosks** help casinos gain useful insight into player and machine trends through the following:

- ✓ ** Ensures marketing dollars are matched to player dollars.*
- ✓ ** Reduces operating costs and substantially increases revenues.*
- ✓ ** Increases carded play revenues by promoting opportunities at redemption point.*
- ✓ ** Gaming Kiosks reduce costs by lowering employee headcount and reducing coin handling.*

Loyalty Programs Help Generate Revenue



Loyalty Card Kiosks reward and incentivize customers by presenting opportunities for increased repeat business while simultaneously gathering personal information about the casino's clients.

- ✓ ** Kiosks are supported by coin-less gaming terminals, eliminating hopper refill risk and overhead*
- ✓ ** Built-in kiosk hopper peripheral options simplify hand pays by cashiers, reducing costly errors and saving time.*
- ✓ ** Kiosks provide accurate and remote monitoring capabilities, reducing reporting errors.*
- ✓ ** Better data integrity by eliminating manual coin or token counting.*

Casino Bonuses

When a new customer arrives at a casino, they'll be asked to sign up on a Gaming Kiosk. Customers are often rewarded with a "**Welcome Bonus**." Casinos do this to let their customers get acquainted to their casino, and it usually results in the player spending more on gaming at that casino.

There are two main bonuses that are typically offered when a player joins: a **Match Bonus** or **Free Play Bonus**.

Match Bonus

The Match Bonus requires a player to deposit a specified amount which the Casino will match to a certain percentage.



The idea is that the player commits some money of their own first, and then the Casino responds generously.

Free Play Bonus

An alternative sign-up incentive that requires no initial monetary investment on the part of the customer is the **Free Play Bonus**. A customer will receive an amount of free casino credits to play with for a specific time period or on a certain game.

The free game is usually a slot machine and players can keep the winnings made during the bonus round.

Most casinos offer a reward for referring a friend. If that friend signs up for an account through a Gaming Kiosk and makes a deposit, the customer usually gets another reward. It's a nice way for casinos to get new players and for customers to reap additional monetary rewards.

Other Bonuses!

Free Spins are offered to players for promotions, tournaments and general giveaways. Players will usually receive an amount of Free Spins on a specified game, and will have to make a certain purchase to activate the Free Spins.

Loyalty Ladders give players progressively better rewards based on their time spent gambling and dollar values gambled. The more players play, the better the rewards they are eligible to win.