## CASINO LOYALTY KIOSKS



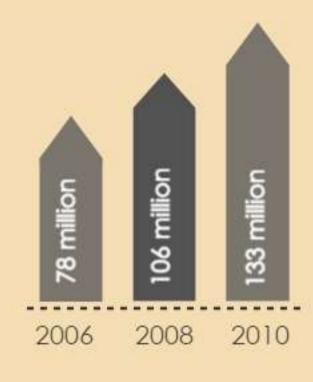
Customer Loyalty Programs were first introduced in the airline industry in the early 1980s by American Airlines. These programs expanded to other industries quickly, and the first casino loyalty program was introduced by Harrah's in 1998.

From 2000 to 2006, total customer loyalty program enrollments in the US across all industries increased

35.5% to 1.5 billion. Building loyalty is extremely important

to the success of a casino. Experts estimate that if businesses can keep 5% more of their customer base, their profits can increase by almost 100%!

## 133 MILLION LOYALTY MEMBERS!



Casino loyalty programs are growing rapidly with a 70% increase in membership between 2006 and 2010. Latest membership data

from 2010 shows that more than 133 million people are currently members of casino loyalty programs.

## PLAYERS WANT REWARDS!

3,000 casino loyalty rewards program members were polled about what they value most in a rewards program. Not surprisingly, free play coupons, dining discounts and comped rooms were all high on the list. More surprising were the number of respondents who valued lower-profile rewards such as free parking, early check-in and late check-out

The following are the most common rewards that were considered important to the respondents:

2. DINING DISCOUNTS

1. AMOUNT OF FREE PLAY OFFERED

- complimentary rooms

4. FREE SELF-PARKING

7. EXCLUSIVE TIER-BASED REWARDS

6. EARLY CHECK-IN / LATE CHECK-OUT

5. COMPLIMENTARY ACCESS TO CASINO EVENTS

## LOYALTY MEMBERS ARE LOYAL!

customer base that not only visits their loyalty club casino more often, but also spends more time at the casino on each visit. 1. LOYALTY MEMBERS TRAVEL TO CASINOS MORE OFTEN

Numerous studies have been conducted to determine if

casino loyalty programs create more customer loyalty. As is expected, these programs do, in fact, build a more loyal

3. MEMBERS SPEND OVER TWICE AS LONG AT THE CASINO

2. MEMBERS FREQUENT LOCAL CASINOS MORE OFTEN

LOYALTY KIOSKS ARE THE KEY!

Studies have shown that loyalty programs are most

successful when they are presented with sophistication, serve a consistent message, are easily accessible, and they are accompanied by a high level of customer service.

to everything from an easy touchscreen signup to direct dispensing of rewards coupons and vouchers. A few of the key features of interactive loyalty kiosks are:

Interactive gaming kiosks can be the key to an effective

loyalty program as they provide the customer with access

 Advertise and promote the loyalty program by allowing non-enrolled customers to browse rewards

- Quick and easy touchscreen enrollment into the loyalty program Dispense loyalty program cards
  - View current point status and browse available rewards
  - Redeem rewards points Dispense tickets for free play
  - and free meal vouchers

coupons, event admission tickets,





www.olea.com

@ 2015 Olea Kiosks Inc.

Sources:

http://phoenixmi.com/travel-and-leisure/casino-players-club-programs-becoming-more-sophisticated/

https://etd.ohiolink.edu/!etd.send\_file?accession=kent1374080595&disposition=inline