

IGT Casinolink[®] Loyalty Systems

Linking players to you.

BUILDING RELATIONSHIPS.

IGT *Casinolink*[®] Loyalty applications give you complete control of all patron information. Drive player loyalty, return visits and increase revenues by streamlining reception, accurately tracking play, and creating effective promotions to reward your players.

The most powerful loyalty solution in the industry features three key components: Reception, Player Tracking and Marketing.

Reception

Provide a great guest experience for either walk-in or controlled entry environments. This user-friendly, efficient and flexible module makes joining your club a quick and hassle-free experience. Interfaces with ID scanners and card printers can make the registration and reception functions even more streamlined. At the same time, a variety of preferences and properties can be tracked on a per patron basis for targeted marketing.

Player Tracking and Marketing

Patrons enrolled in your loyalty club can participate in the promotions and campaigns you design. Tracking their play gives you a wealth of behavioral information which can be used to more effectively target your offers. You can analyze visit behavior in detail and evaluate game play by type, denomination, and theme so your promotions can be directed to relevant segments. Your marketing budget will go further than ever before.

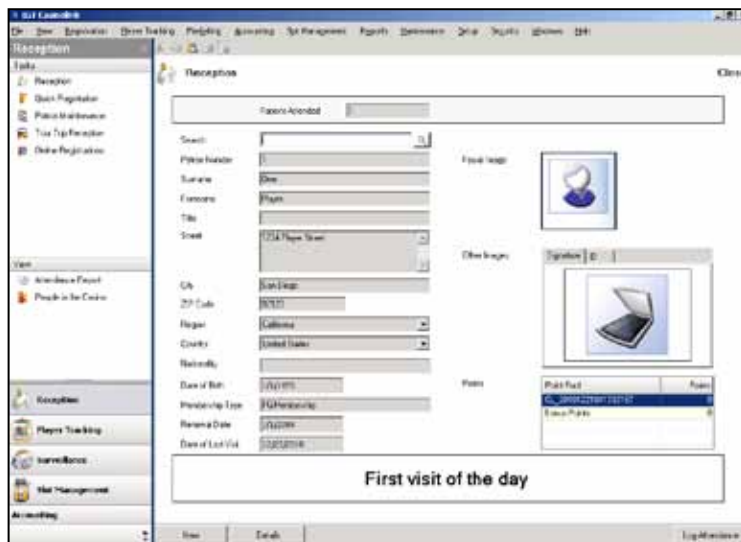
BENEFITS

- Fast reception entry with a swipe of a player card
- Automated entry of player information using ID/passport scanning
- Quick, onsite membership card printing and encoding
- Powerful reporting on visitor statistics and player analysis
- Configurable responsible gaming restrictions
- Tour group and trip setup for tracking and reporting on tour operators and their players
- Analyze player visit and spending patterns
- Compatible with *sb NexGen*[®] II multimedia displays and the Service Window
- Identify segments with common characteristics and patterns
- Manage flexible, multi-tiered loyalty, coupon and points programs
- Operate automated electronic and ticket-based drawings

IGT Casinolink® Loyalty Systems



Create targeted promotions that increase loyalty.



Fast reception entry and club membership processing.

Powerful player targeting using a dynamic, innovative loyalty engine.

With multi-site, language and currency support, IGT *Casinolink* is a scalable solution that can be configured to meet your unique needs.

For more information, contact your IGT Account Manager or visit www.IGT.com/CasinolinkLoyalty.



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