



# 4 WAYS TO DRIVE CASINO LOYALTY POST-COVID

## HOW TECHNOLOGY CAN HELP CASINOS REGAIN LOST REVENUE

With the vaccine rolling out there's optimism 2021 will be a bounce-back year for casinos despite COVID-19 resulting in a vast loss for the industry.

But, when it comes to getting guests back through the doors, our research shows 8 in 10 people are still hesitant to visit casinos due to safety concerns. When asked what casinos could do to alleviate these concerns, 56% said technology to address COVID-19 safety would make them more likely to visit a casino in 2021.

For casino operators, technology presents a huge opportunity to rebuild guest confidence, regain lost revenue, and drive customer loyalty.

# HERE ARE FOUR WAYS TECHNOLOGY CAN OFFER NEW HOPE TO THE CASINO INDUSTRY IN 2021:

## #1 ALLEVIATE CUSTOMER CONCERNS WITH CONTACTLESS EXPERIENCES

A year of constant hand-washing and anti-bacterial gel has rubbed off on consumers, with 56% saying they want contactless entry at casinos. While nearly a third are willing to pay more for contactless experiences that help reduce queues and wait times.

Enabling contactless orders and payments makes spending more simple and gives guests the confidence they are safe and secure in your venue – whether guests order from a mobile app while playing at a table, through a Mobile POS system at the bar, or with their preferred contactless payment method at checkout.

## #2 USE DATA TO PERSONALIZE INCENTIVES

Each visit to your casino unlocks vast amounts of customer data - starting from what games customers enjoy, to what food and drink they prefer. This data is a personalization goldmine.

It empowers you to engage each guest with rewards based on their preferences - vouchers for their favorite restaurant, fast-tracked queueing for tables, free access to a show.

By understanding what your customers value, and giving them more, you'll stand out from the competition and be in a better position to drive continued revenue growth.



### #3 CONNECT YOUR POS SYSTEMS TO INCREASE UPSELLS

Every customer interaction at your casino is an opportunity to upsell. Once you know what incentives your guests want to receive, you need to deliver them these personalized promotions at every stage of the customer journey to increase average transaction value.

Whether your guests buy at Kiosk, use Pay-at-Table, get ahead with Mobile-Order-Ahead, or pay with a Mobile POS, uniting your POS interfaces and processes under a single transaction engine means your customers receive the same personalized incentives, wherever they spend in your casino.

### #4 USE TECHNOLOGY TO RETHINK YOUR LOYALTY PROGRAM

Gone are the days when reward schemes were based solely on visitor spend. With virus restrictions forcing closures and limiting spending opportunities, you need to adjust how you identify loyal customers, and that means granting rewards based on more than just spending.

Why not reward your customers for repeat visits to your casino, sharing reviews, completing satisfaction surveys, or mentioning your casino on social media? After all, with the pandemic fundamentally changing the concept of loyalty, your reward schemes should change to match, too.

By using technology to improve the customer experience, regain loyalty, and find new opportunities for upselling, you can open your casino up to new revenue streams.

For more information on how Omnic's products can help you keep visitors delighted – and ensure they continue coming back – email [enquiries@omnicogroup.com](mailto:enquiries@omnicogroup.com)



**86%**

say personalized offers would make them more likely to visit a casino in 2021

