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SIGNS

IT'S TIME TO

REVAMP YOUR

PLAYER LOYALTY PROGRAM

 **RYMAX** MARKETING
SERVICES, INC.™

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Player loyalty programs are a critical element of any thriving gaming establishment. In order to remain successful and drive revenue, your programs must be analyzed and tested for effectiveness. They must continually be tweaked, to keep things fresh and keep players engaged. If you have noticed a drop in participation over the past few months, it may be time to revisit and revise your player loyalty program. Below are some signs your loyalty program needs a revamp, as well as some tips to turn it around.

1 Stagnant Points

If players aren't accruing more points, your player loyalty program could be in trouble. Either your loyal players have stopped coming to your casino, or they don't bother using their player's club cards. Either way, if users aren't acquiring more points, it means they are unmotivated and their loyalty to your property is waning. Motivate your player to set new goals and reach new point thresholds through the power of trending merchandise and exclusive rewards events.

2 Fewer Redemptions

If you don't motivate your players, they won't spend money. The goal of a player loyalty program is to drive spending. A successful program understands what drives the audience and delivers exactly that. If players aren't redeeming their points for rewards, they're probably not interested in the rewards you are offering. The best way to increase the number of redemptions is to offer trending merchandise from top brands that matter most to your audience. Offer a variety of items, from fashion and accessories to the latest electronics so there's something for everyone to enjoy. Not only will this encourage players to frequent your casino, but every time they use the reward they will remember your brand in a positive light.

3 If You're Not Capitalizing on Ancillary Services

Keep in mind that some of your loyal clientele are interested in more than just gaming. If you aren't including ancillary services in your player loyalty offering, you are leaving an opportunity on the table to reward patrons and build a loyal following. Including clubs, restaurants and shows in your loyalty program helps boost engagement among less frequent players and non-gamblers. Building a relationship with those customers will ultimately drive spending both on and off the casino floor.

4 Lack of Trust

Part of building player loyalty is building trust. It's difficult to do that if you don't interact with your audience. Players love to feel like they have a voice and provide feedback on their experience at your property. When you listen to their ideas and opinions, positive or negative, it makes them feel valued, increasing their trust in your brand. Casino patrons also love exclusivity. Participating in something that most people aren't invited to makes players feel like they matter. Hosting interactive reward events where players can redeem points for in-demand merchandise provides a unique, interactive experience where guests feel like a VIP. It also gives them a chance to feedback on the loyalty program and the rewards provided.

5 Low Attendance at Events

If you are already hosting interactive events, you are one step ahead. However, if these events have low attendance, they aren't bringing you the ROI that they should be. If you have been hosting these events for a long time, the novelty has likely worn off and the events feel repetitive to your players. Update your product offerings with new brands or product categories or try changing the theme of these events. Set new goals for players to hit in order to be invited to the event, so it feels more special when they reach their goal. Nobody likes the same old same old, so keep things feeling new and exciting even for those that attend almost every event. This will ensure that players stay motivated.



To learn more on how to revamp your player loyalty program,

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