

# SYNKROS® Offers Management™

SAVE TIME AND MONEY THROUGH LEADING PLAYER LOYALTY FEATURES AND FUNCTIONALITY

## FLEXIBILITY

CREATE customized, multi-award offer packages and deliver straight to patrons via a card-in or a qualification.

## TRANSPARENCY

SELF-SERVICE access lets patrons view and interact with their personalized Offers at any True-Time Display™ or True-Time Windowing™ machine.



## BEHAVIORS

EMPOWER employees with tools to better understand patron selection on various award options to ultimately help maximize reinvestment.

## EFFICIENCIES

SIMPLIFY by giving employees access to a consolidated view of patron offers and status, as well as the ability to mass upload offer definitions and associated patrons via a CSV file.

# OVERVIEW

Get the best results for your business by reaching patrons with uniquely targeted loyalty awards that keep them connected and engaged. SYNKROS® Offers Management™ allows operators to package a variety of awards to patrons with optimal convenience, accessibility, and personalization. Whether the goal is to increase visitation, share of wallet, carded play or market share; SYNKROS Offers Management gives casino operators the necessary tools to drive patron behaviors, while rewarding patrons with targeted rewards related to campaign management.

## AVAILABLE AWARD TYPES:



Comp Vouchers



Drawing Tickets



Bonus Points



Free Play (Cashable or Non-cashable)



Tournament Entries



Bonus Comp Points

| FEATURES  | BENEFITS   |
|---|--|
| Reusable configurations                             | Save time and labor costs by recycling previously created Offers for recurring use.  |
| Patrons can select from up to 5 awards combinations | Patron empowerment helps improve patron loyalty and satisfaction.  |
| Multiple channels to deliver offers                 | Upload Offers onto patron accounts through the Marketing Wizard, Manual Offers, or SYNKROS Service Bus; plus send Offers in real-time through the Advanced Incentives Bonusing Engine™.                                      |
| Employee transparency                               | Available, issued, and voided Offers can be viewed by employees within SYNKROS via the Offer Activation and Patron Overview forms. Employees can also easily add a customer to an existing offer.                            |
| Comprehensive patron visibility and reach           | Notification can be sent to patrons through a variety of touchpoints, including: <ul style="list-style-type: none"> <li>▶ Slot Machine</li> <li>▶ Email</li> <li>▶ Direct Mail</li> <li>▶ Kiosk</li> <li>▶ Mobile</li> </ul> |
| Transparent start and end dates                     | Patrons can see current or future offerings directly at any equipped slot machine.   |

## TECHNICAL REQUIREMENTS

Available in SYNKROS version 3.24 and higher.

**Contact your Konami SYNKROS Account Executive today for further information.**

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