

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"> ▶ Slot Machine ▶ Email ▶ Direct Mail ▶ Kiosk ▶ Mobile
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.

Konami Gaming, Inc.

585 Konami Circle • Las Vegas, NV 89119

866.KGI.INFO

www.gaming.konami.com/SYNKROS