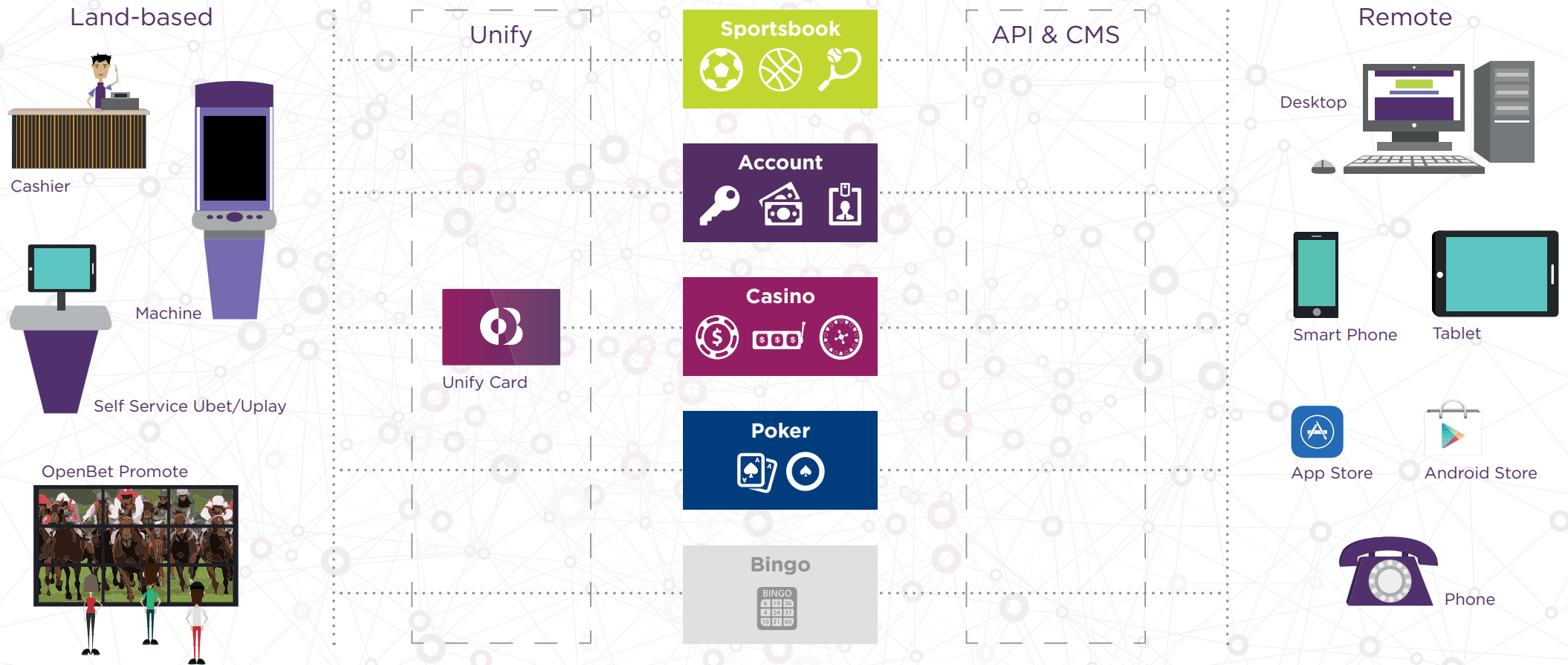




Omni-channel

Multi-channel is an operational view – how you allow the customer to complete transactions in each channel. Omni-channel, however, is viewing the experience through the eyes of your customer, orchestrating the customer experience across all channels so that it is seamless, integrated, and consistent. Omni-channel anticipates that customers may start in one channel and move to another as they get to know your brand. Making these complex 'hand-offs' between channels must be fluid for the customer. Simply put, omni-channel is multi-channel done right.



One Player. One Account. **Complete Control.**

Top Benefits

- 1) Lower the cost of acquisition, by utilising your land-based gaming channels as a super affiliate.
- 2) For the very first time put a face to your retail player and get to know them as individuals.
- 3) Increase spend and churn within your land based gaming environment with a cashless payment solution.
- 4) Enable a better understanding of your customers and increase retention and promotional efficiency with access to their player habits across every channel and product.
- 5) Improve retention by offering your customers the most convenient way to play.
- 6) See incremental revenue increases via cross product and cross channel play.
- 7) Pave the way for episodic gaming and making gaming a part of everyday life and not just a destination product.