



Best Industry Innovation

Scientific Games – Power Loyalty

Power Loyalty™ is the Best Industry Innovation Because:

- Power loyalty enables the casino / integrated resort operators to extend their loyalty program beyond the gaming zones and into the retail and other commercial outlets partnered with the casino.
- The system is simple, yet dynamic and lets players redeem casino points, coupons, and comps instantly.
- The system combines a point-of-sale application that runs on a sleek tablet device provided by Scientific Games and an administrative web application that runs on a PC. It can run side by side with existing POS systems meaning zero technical impact to existing systems.
- Both applications connect securely to the casino management system using advanced cloud-based security hosted by Scientific Games. From the administrative web application, merchants can customize their point-of-sale tablet application to fit their business needs.
- The point-of-sale tablet lets users easily view and redeem points and special offers with a card swipe, coupon, gift card, or room charge in real time.
- Power Loyalty solves the problem of cross redemption between gaming and non-gaming spends and casino operators can use this channel to reduce its points / comp liability and at the same time increase customer satisfaction to its loyal club members.
- Casino members can start to truly appreciate the power of their casino loyalty points and drives increased loyalty towards the casino operators.
- The real ROI for the casino operator is that they can expect a higher demand for their loyalty program from both existing customers as well as new sign-ups.
- While other industries have enjoyed wide-area multi-industry loyalty redemption programs for years, the casino industry has lagged behind. Scientific Games has closed this gap in the industry with Power Loyalty.
- Scientific Games can deliver the technology, now it is now up to the casino operators to partner with strategic retailer's/service providers to deliver that extra value to their customers.

Video: <https://www.youtube.com/watch?v=qEBB2CilcH4>