

Advice from Odyssey Gaming Services

We are very grateful to Odyssey Gaming Services for providing the following advice to their customers:

"Covid-19 has presented the biggest opportunity for change that many of us have seen in our lifetime.

"Things that were thought of as must haves and mandatory are now on table for review.

"Venues that were contemplating a more Real Time Reward based program, or a combination of Real Time and traditional Loyalty, now have a great opportunity to move forward without blowing out on promotional spend and focusing more on the Customer Experience.

"When the industry was closed down, the Odyssey Gaming support team reached out to our Customers with the below questions.

- *Does your venue have either loyalty or rating points?*
- *Do you expire points?*
- *Would you like the members to have their bonus points expiry be extended by the venue closed period?*
- *If so, will this be for all members?*
- *Do you offer Rating Points?*
- *Would you also like the expiry on Rating points to be extended?*
- *Are there any other points pools or promotions you would like to freeze during the closure period?*

"The Support Team then assisted the Venues to re-configure any changes in Metropolis.

"Currently the Support Team have commenced planning to assist our venues to re-configure for possible reopening.

"Again, the focus is around Bonus Points, Virtual Draws, Birthday Rewards and Swipe and Random Prizes.

"While some venues are confident to complete the changes themselves. Others appreciate the assistance and someone to bounce ideas off."