

# DELIVERING TOTAL CHANNEL EXPERIENCES

By Nikolaos Zogopoulos

**F**ROM the traditional brick and mortar over to the online ecosystem and then to the newfangled Internet of Things, technology has taken the gaming industry by storm.

Operators constantly keep their eyes, ears and minds open in their effort to remain updated and to keep up with the ever-shifting trends. As a result, players are unceasingly presented with new, tempting alternatives and their loyalty is far from given.

This is where gaming CRM platforms step in to save the day. Initially adopted to serve the needs of the demanding online player, CRM solutions capture preferences and behavioural patterns in both web and mobile and they decode them to insights. They offer the tools to engage and motivate players, orchestrating performances and driving revenues.

But there is no such thing as an exclusive online player; therefore, opting for an in-depth web-based affiliation while limiting the retail interaction to shallow water means building a player-vendor relationship destined to fail.

Players are increasingly looking for personalised experiences across channels and it is no longer uncommon for the same individual to enjoy online gaming at home and in another instance to be entertained through one of the countless retail gaming touchpoints.

Keeping an imbalance between the two playing environments by isolating the characteristics of the online activity from the player's brick and mortar experiences in regulated markets can only result in the profile formation of incomplete user personas.

A total channel approach is therefore needed. One that serves the player no matter the place, the time or the channel and takes into account all the player's interactions to form impeccable experiences.

By discovering ways to bridge the gap between the retail and online worlds, gaming brands not only simplify their operations, but also radically redefine their offerings. And just as 360-degree gaming products are being designed under a cross-platform, multi-touchpoint context, CRM solutions are keeping up by becoming available across multiple channels.

Based on its experience from operations in numerous regulated markets, Intralot's answer to the new gaming reality is Player Pulse, its award-winning gaming CRM product that focuses on adding value by understanding and connecting with customers.

Player Pulse is an innovative, high performing

solution that meets the growing demands of the gaming industry, enabling the expansion of sales across all retail and online sales channels. It is a product with unrivaled cross-channel experience management capabilities.

Player Account Management is redefined to support Click and Mortar journeys. Data deriving from multiple channels are combined into holistic player accounts in a way that data analysis and reporting are elevated to outstandingly simulate the player's DNA.

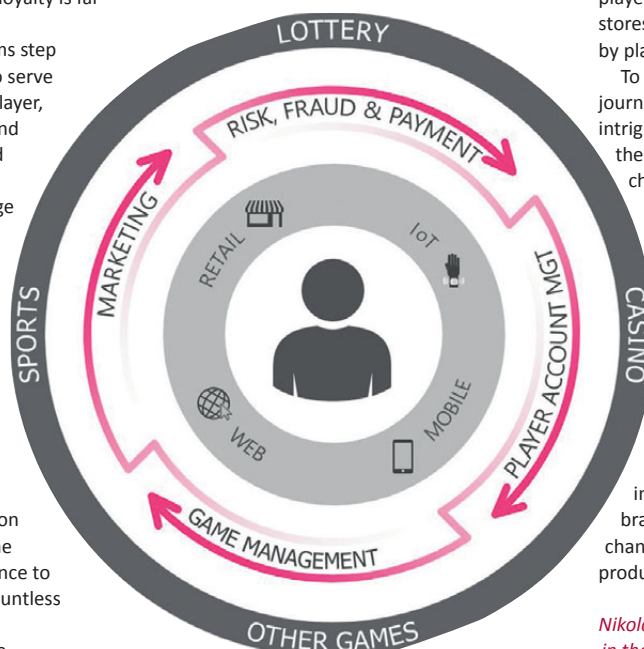
through the card, players can play in stores, pay through their single digital wallet and check their winnings and money balance remotely using their smartphones or tablets.

In cases where gaming operators try to encourage brick and mortar gaming and to increase store foot traffic, up until recently their efforts had been limited to in-store promos and loyalty clubs. Player Pulse delivers additional value by making these tools available also through the web and mobile platforms and so players can now earn loyalty points by visiting stores, by logging into the brands' websites and by playing games through their mobile devices.

To put it simply, with Player Pulse customer journeys are left to the operator's inception of intriguing playing and loyalty schemes, where the starting and ending points are players, not channels or touchpoints.

Furthermore, to orchestrate all the operations needed to serve registered players, Intralot Player Pulse enables the gaming operators to align their various business departments under unified and concrete strategies; a frictionless cooperation between teams to significantly reduce costs while boosting efficiency.

To sum up, gaming operators with both an online and a retail presence have a once in a lifetime opportunity to skyrocket their brand's equity by delivering profound total channel experiences to players. And their CRM product should support their quest.



Operators get to deeply understand players and to exceed their expectations with personalised offerings that engage and generate concrete and long-lasting bonds with the brand. The platform's restructured marketing tools help motivate and reward land-based as well as online gaming through bonuses and promotions.

Land-based activity can be efficiently combined with online preferences by use of a player's card. With Intralot Player Pulse the incomplete image of any online player now becomes a sound, next-generation profile of a registered player.

Gaming becomes effortless and more attractive for existing and potential customers, particularly the new, tech-savvy generation. For example, with their universal account accessed

*Nikolaos Zogopoulos is CRM product manager in the products and services division of Intralot. With over eight years' working experience, he has held various positions in the emerging technologies and FinTech start-ups in Germany and Denmark. He holds a master's degree in electrical engineering and an MBA. □*

