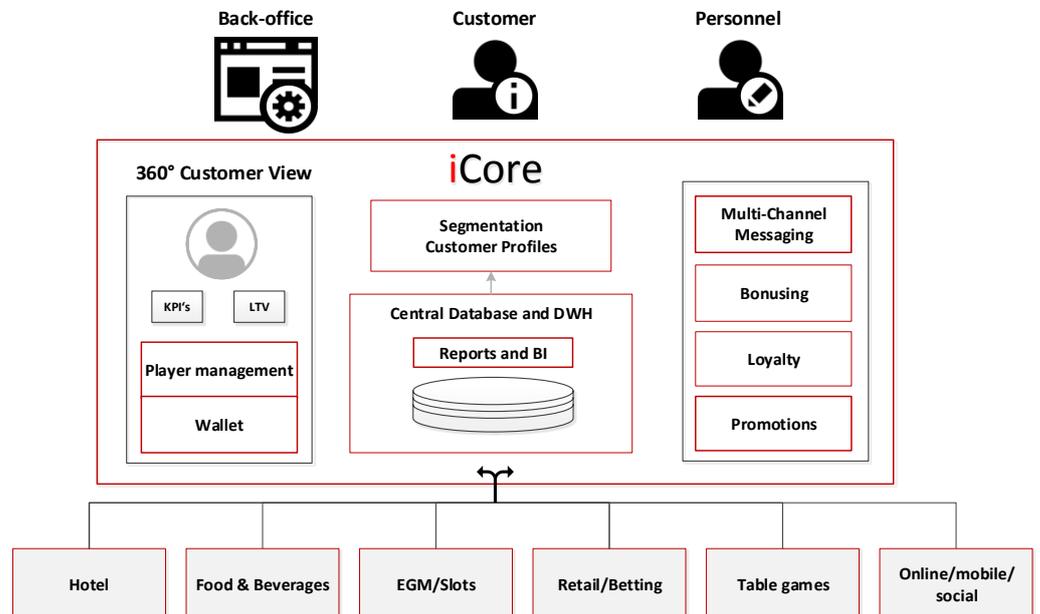


CRM for Casino Operators

Customers that visit casino resorts expect first-class experiences that include personalized relationships and meaningful rewards. iCore is an omni-channel CRM that integrates into relevant property systems to ensure centralized customer intelligence. By creating highly-targeted profiles based on a customer's resort activity, iCore's multi-channel CRM launches smart promotions based on customer habits and preferences. This empowers gaming operators to exceed customers' expectations with immediate bonusing and loyalty awards for their resort and casino activity. The system is designed to complement any existing casino or patron management system due to its non-intrusive integration.

ICORE ECOSYSTEM

iCore extends the capabilities of an operator's existing systems with single customer profiles, centralized segmentation and bonusing, loyalty and promotions management. Business intelligence and analytics modules provide comprehensive insight into campaign performance and enables on-time, informed business decisions.



ICORE FOR CASINO OPERATORS HIGHLIGHTS

- Centralized 360° customer view
- Central loyalty and bonusing rewards
- Cross channel promotions
- Real time awarding
- Personalization
- Multi-channel campaign automation

With its open external data API, iCore's omni-channel CRM welcomes any data and events from existing systems which iCore **processes immediately** and stores them in a central database and built-in Data Warehouse (DWH). This enables the operator to determine the true customer life time value and maximize return on campaigns. Using iCore segmentation with data driven criteria results in accurate customer profiling for targeted campaigns. **Personalized offers** and rewards are communicated to customers or hosts using iCore's multi-channel messaging using email, SMS, web or push messages.

iCore's modular architecture also allows for selective and gradual use of features that enable operators to minimize operational risk during deployment. Its modules are tightly integrated, ensuring better user experience, usability, and operational efficiency.

BENEFITS

- **Unified 360° customer view** to show all property activity in one central profile
- **Dynamic customer segmentation** on their activities for personalized offers
- **Centralized marketing automation** with rules-driven bonusing and loyalty
- **Award customers in real time** while they are engaged at your property
- **Cross-selling** between hotel/resort, slot/table games and food & beverage

iCore

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COMTRADE GAMING AS YOUR TECHNOLOGY PARTNER

- Gaming platforms
- Multi-channel support
- Open standards
- CRM/business intelligence
- Operational support
- Server based gaming

ATTRACT AND ENGAGE CUSTOMERS IN REAL TIME

Managing meaningful customer acquisition and retention campaigns is easy with iCore since it integrates all customer spending and behavioural data across multiple touchpoints and channels. iCore is tracking events as they happen either being a Hotel event like booking a room, spend in Casino or other services with a resort and instantly takes new information into considerations for **customer profiling** and awarding checks. The awarding engine evaluates eligibility **in real-time** and issues rewards in form of bonus, loyalty or prize with the goal to effectively steer customer's life-cycle (also by cross-selling between channels).

EFFECTIVE LOYALTY AND REWARDS

iCore has a **single Loyalty program** that rewards customers based on any activity at the property or other channels and displays loyalty and rewards information within customer my account pages (web or mobile app). With the option to link loyalty rules to bonuses and promotions Casino operators can now easily promote new type of rewards and **immediately respond to customer needs** by adjusting the offering from the iCore backoffice.

ACT ON CUSTOMER BEHAVIOUR

iCore centralized processing of data and events from various channels and systems is important for feeding segmentation, bonusing and loyalty with behavioural information to be used for eligibility and awarding criteria. This gives flexibility in terms of offering **innovative and meaningful rewards** that engage customers to increase their customer value with deeper user experience.

CUSTOMER'S POINT OF VIEW

iCore as an omni-channel solution displays all activity information via pre-defined customer pages on web or mobile app to **monitor their recent offers, messages, bonus and loyalty updates** or search through their promotional history. Customers are also able to redeem points or claim a new reward. Event-based messages such as e-mails, SMS or push messages are also handled by iCore, providing quick feedback to the customer and ensuring new rewards are offered as soon as the customer is eligible for them, even during gameplay.

EXTERNAL SYSTEM INTEGRATION

iCore integrates with external systems using **predefined and extendable APIs** to ensure a good fit with existing operator's architecture. Typically most of the operator's systems are integrated in a form of data inflow to iCore from Hotel and Casino management systems. iCore then processes such data in real time and structures it for further use with segmentation, reporting and single customer view.

For EGM data collection, Comtrade is able to collect data from G2S capable EGM's using its own G2S EGM Host product which then feeds information directly to iCore.