

90-Minute Webinar

Waking Up from a Kiosk Nightmare *How to Reset Strategy for Your Kiosks*

Presented by Nicole Barker,
Senior Raving Partner, Database & Loyalty Marketing

Originally presented Thursday, October 26, 2017

Are you still sweating the decision to put kiosks on your floor?
Or, have you installed and are waiting for your expectations to be fulfilled?

Kiosks aren't the nightmare. But unrealistic expectations can
turn deploying new technologies into a bad dream.

In this webinar, we go back in time to
re-imagine the utility of kiosks on your casino floor.

Kiosks do not save money operationally. Kiosks do not service VIP customers.
Kiosks are not as intuitive as we'd hoped.

So, what are kiosks good for?

In this webinar, you will learn how to reset strategy for your kiosks, including:

- **How to make it rain for the untended customer.**
- The **top must-have kiosk capabilities.**
- **Promotion dos and don'ts and how to avoid the ice cream cone booby prize.**
- How to **avoid layered costs.**
- **How to lay the groundwork for good habits for good customers.**

Embrace the money you've spent installing robots on your floor. You will emerge from this webinar with:

- A means **to leverage your existing loyalty programs.**
- Ideas for testing new ways to **drive frequency and spend.**
- Stories of **effective kiosk strategies and tales of deployments gone way, way wrong.**

Together, we'll walk through a case study that shows you a process you'll be able to apply at your property. At the end of this session you'll be ready to:

- **Identify which players you should be using your kiosk to serve.**
- **Build an incentive that will surprise and delight them without layering costs.**
- Run a report to monitor the activity's effectiveness.

Wake up from the nightmare! Return to a world where kiosks make sense.



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Nicole Barker, Raving Partner, Database & Loyalty Marketing

Nicole Barker specializes in conducting database marketing assessments to maximize marketing returns through segmentation and programming. She's also a sought-after speaker, trainer, and writer whose main goal is to foster better relationships between companies and their customers. Since 2006, her partnership with Raving has taken her individually and as a team member to over ninety Native American and commercial properties in the US, Canada and internationally.



Nicole has made a name for herself working with casino marketing and player development executives on the "cost of free play" and "player reinvestment." She assists clients in creating omni-channel marketing campaigns that court customers effectively. She is an expert in bridging the gap between analytics, marketing strategy, and tactics.

Nicole draws from a broad spectrum of experience. Following her MBA, she was a product manager for a portfolio of clinical diagnostics. After moving to Las Vegas, she became a Direct Marketing Manager for Harrah's Las Vegas, Harrah's Laughlin, and the Rio. Since then, she has crossed the country working with commercial and tribal casinos, getting to know the divergent needs of different gaming jurisdictions and locales. With experience that spans product management, investor relations, and hospitality, Nicole has a history of success helping clients create and implement a wide range of marketing projects.

Raving Consulting

Raving is a full-service gaming resource and training organization specializing in player development, data analytics, guest service, strategic marketing, slots, tables, advertising, research, surveillance and fraud, online gaming, design & construct, management development, and host sales & skills training.

Since 1998 we've helped over 200 clients, large and small alike, with their operational and marketing needs. Our team of dedicated, experienced, best-of-breed consultants has worked in every gaming market imaginable. Small casinos, large casinos, tribal, non-tribal, bingo halls, racinos – you name it, we've been there.

If you are in casino management, slots, players' club, loyalty marketing, or database, this webinar will help you identify and implement a kiosk strategy that produces greater customer satisfaction and financial results for your property.

Webinar Cost: \$179
Includes 90 Days Unlimited Access

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