Bringing Responsible Gaming to Retail
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The Evolution of Responsible Gaming at Retail

Local Retailer
The Evolution of Responsible Gaming at Retail

Buy Five Get One Free!

Local Retailer
401.555.1234
The Evolution of Responsible Gaming at Retail

Mobile Loyalty, Payments & More
The Evolution of Responsible Gaming at Retail

Fully Connected Technology System
Responsible Gaming DNA
The Three A's of Responsible Gaming at Retail

**Acquisition**
*Bring your players* into your platform and system through simple, modern registration techniques.

**Activation**
*Empower your players* to unlock the full potential of the platform to bring the most out of their experience.

**Analysis**
*Understand each player* by a proactive review and analysis of their activity as a way to further promote responsible behavior.
Mobile is the Key
Acquisition
Build it Right and They Will Come
The Door is Open
Let Them in

• Communication
The Door is Open
Let Them in

• Communication
• Loyalty
The Door is Open
Let Them in

- Communication
- Loyalty
- Terminal Session
Analysis
Use Information to Benefit Your Customer

Gather → Model → React
Thank you. Questions?