



SYNKROS® Offers Management™

SAVE TIME AND MONEY THROUGH
LEADING PLAYER LOYALTY FEATURES AND FUNCTIONALITY

CREATE OFFER

- ▶ Offer Maintenance Form
- ▶ CSV Importer

Manage your marketing campaigns by creating customized, multi-award offer packages directly within SYNKROS or upload your offer definitions in bulk via a CSV import.

ADD TO PATRON ACCOUNT

- ▶ CSV Importer
- ▶ Marketing Wizard
- ▶ Advanced Incentive
- ▶ Manual Offers Form

Adding Offers to patron accounts is as easy as ever. Whether the need is to bulk or individually assign or to earn and get, SYNKROS has you covered.

OFFER REDEMPTION

- ▶ Auto-Awarded
- ▶ Offer Activation Form
- ▶ Patrons choice on TTD
- ▶ Player Mobile / Marketing Kiosks

Self-service access lets patrons view and interact with their personalized Offers at any EGM or employees can view and redeem Offers on behalf of patrons directly within SYNKROS.

OTHER TOOLS

- ▶ Patron Overview Tab
- ▶ Macro Reports
- ▶ Void Offer Form

Empower employees with tools to better understand patron selection on various award options to ultimately help maximize reinvestment.

OVERVIEW

Get the best results for your business by reaching patrons with uniquely targeted loyalty awards that keep them connected and engaged. SYNKROS® Offers Management™ allows operators to package a variety of awards to patrons with optimal convenience, accessibility, and personalization. Whether the goal is to increase visitation, share of wallet, carded play or market share; SYNKROS Offers Management gives casino operators the necessary tools to drive patron behaviors, while rewarding patrons with targeted rewards related to campaign management.

AVAILABLE AWARD TYPES:



Comp Vouchers



Drawing Tickets



Bonus Points



Free Play (Cashable or Non-cashable)



Tournament Entries



Bonus Comp Points

FEATURES	BENEFITS
Reusable configurations	Save time and labor costs by recycling previously created Offers for recurring use.
Patrons can select from up to 5 awards combinations	Patron empowerment helps improve patron loyalty and satisfaction.
Multiple channels to deliver offers	Upload Offers onto patron accounts through the Marketing Wizard, CSV Import, Manual Offers, or SYNKROS Service Bus; plus send Offers in real-time through the Advanced Incentives Bonusing Engine™.
Employee transparency	Available, issued, and voided Offers can be viewed by employees within SYNKROS via the Offer Activation and Patron Overview forms. Employees can also easily add a customer to an existing offer.
Comprehensive patron visibility and reach	Notification can be sent to patrons through a variety of touchpoints, including: <ul style="list-style-type: none"> ▶ Slot Machine ▶ Direct Mail ▶ Mobile ▶ Email ▶ Kiosk ▶ Web Portal
Transparent start and end dates	Patrons can see current or future offerings directly at any equipped slot machine.

TECHNICAL REQUIREMENTS

Available in SYNKROS version 3.24 and higher.

Contact your Konami SYNKROS Account Executive today for further information.

Konami Gaming, Inc.
 585 Konami Circle
 Las Vegas, NV 89119
 866.KGI.INFO

www.konamigaming.com/SYNKROS