Why Setting Point Values and Understanding the Math Will Determine if Your Players Find Value in Their Rewards

Moderator: Lynette O'Connell, VP Data Science and Operations, Raving

Presenters: Jenny Brinkman, Senior Director CX-Services, Aristocrat Technologies, Inc.

Mark Schrecengost, Executive Director of Casino Operations and Marketing,

Harrington Raceway and Casino

Monday, November 9, 2020

2:00 PM - 3:00 PM EDT | 11:00 AM - 12:00 PM PDT



Session Description with Objectives

- How players earn a point is the financial foundation of any loyalty program and will determine if your players find value in the rewards they earn.
- Attendees will learn the math behind setting a point structure and the pitfalls to avoid, including over-investment in loyalty club tiers. In light of COVID, it is critical that rewards and offers are based on a solid, core math base.

What's the Right Point Reinvestment?

- Competition
- Other Marketing
 - Direct Mail, Promotions, Point Multipliers









Customer Perception – Value of a Point

More to Earn

- \$1 coin in = 1 point
- 1000 points = \$1 redemption

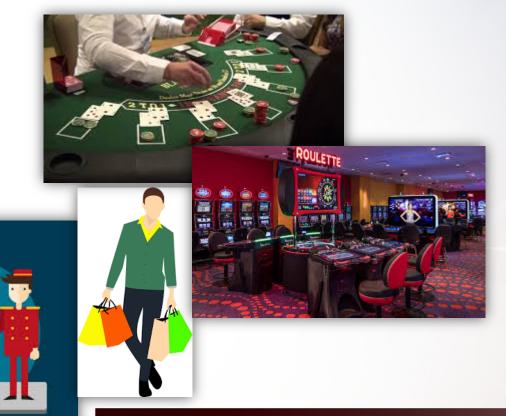
Less to Redeem

- \$10 coin in = 1 point
- 100 points = \$1 redemption

Math is the same

Move Cautiously – Analyze Wisely

- Points Earned on Freeplay
- Video Poker
- Electronic Table Games (ETG)
- Table Games
- Poker
- Retail / Non-Gaming





NOVEMBER 9 2020

Customer Availability to Use Earned Points

Redemption Opportunities







- Expiration
 - X days since last activity
 - Use it or lose it regardless of activity
 - Never expire



Points for Tiering Structure

- Points v. Theo
- How many card levels
- Breakpoint for each level
 - Attainable vs. aspiration



Move Cautiously – Analyze Wisely

- Overinvestment
- High frequency, low theo regulars
- High outstanding liability
- Top tier levels are saturated
- Department comping policies
- Direct mail offerings



Changes in Programming with COVID

- Extended (current) tier status
- Modified qualification requirements (reduce tier points required)
- Changed expiration of point redemption



Q&A

Stay connected with Raving!

Add any last questions to the Q&A chat box and we will get back to you via email ... promise!

Want more? Check out our related links under the handouts tab.

You can schedule a time to talk us about this presentation by emailing amy@betravingknows.com.

How are we doing? Take a brief survey on this session. Your feedback is invaluable, thank you!

