

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

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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



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

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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.
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