Online Sales & CRM Modules

OVERVIEW

Our online Customer Registration Management (CRM) module allows your guests to register their demographic information and check their card balances online (either on the web or from their mobile phones), and –when tied with the online sales module– it allows customers to recharge their cards online as well.
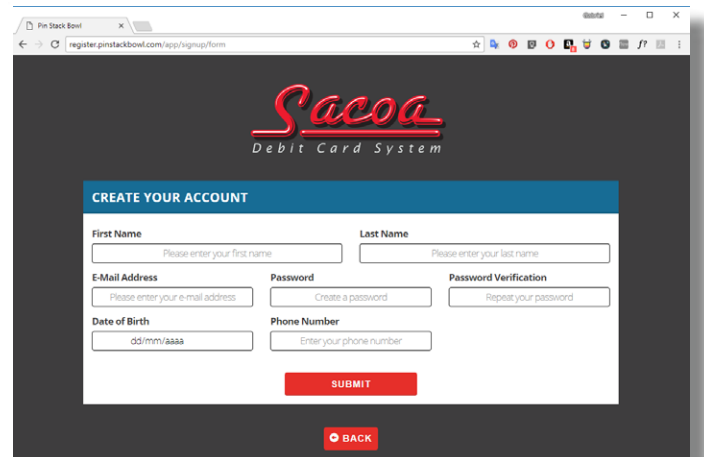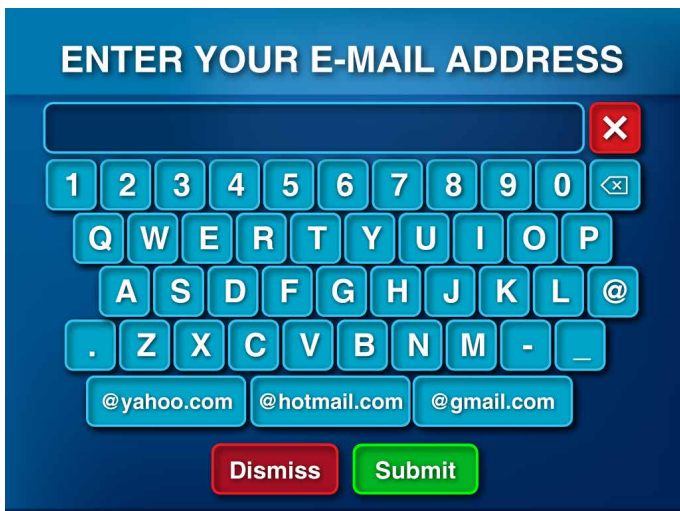
HOW DOES IT WORK?

The online CRM module does not require any additional server or kiosk.

The application is cloud based, and uses the regular card recharging kiosks to trigger the registration process for guests (optionally, the process can also be triggered from the POS Stations), allowing them to complete their demographics and preferences at a later time online.

Alternatively, the registration process can also be started online, without need of interaction with the kiosk.

THE REGISTRATION PROCESS:

 The way to trigger the registration process at the kiosk is by requesting guests to enter their e-mail address when they make a purchase at it with a card that is not registered in our CRM database (request is optional and can be dismissed).


Once guests input their e-mail address, an automated e-mail is sent to their address with a link where they can enter full demographic details (to be determined by each operator) — this way, the demographic data is entered comfortably by the guest at his/her home pc or smartphone, and there is no need to have a dedicated terminal for registration purposes only, while the process is being triggered at the store, engaging the customer directly at the very moment when the playing experience takes place.
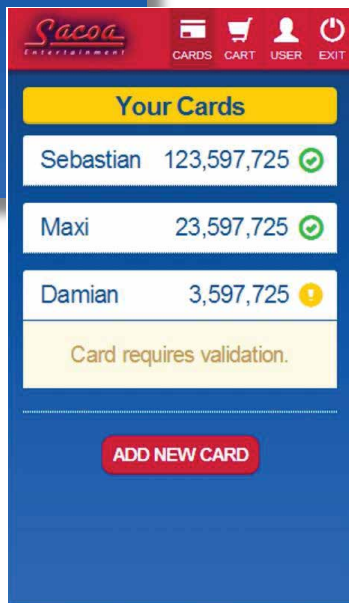
ONLINE SALES

Once guests have registered they can check their balance online as well as purchase online pre-set amounts of recharges on their cards, if the online sales module is installed as well.
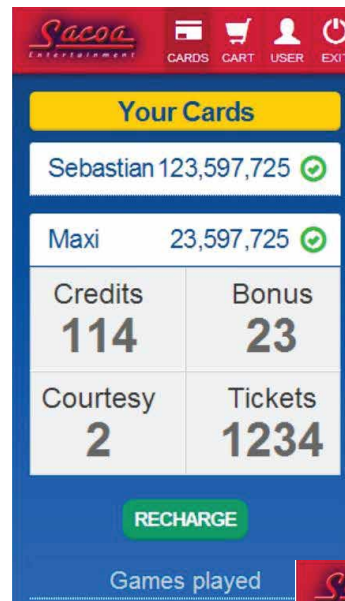
The online sales and CRM applications are what is usually referred to as 'responsive', meaning they adapt to both desktop computers and smartphone displays, which means customers could not only "beat the line" by purchasing from their homes, but even from within your premises through their smartphones.
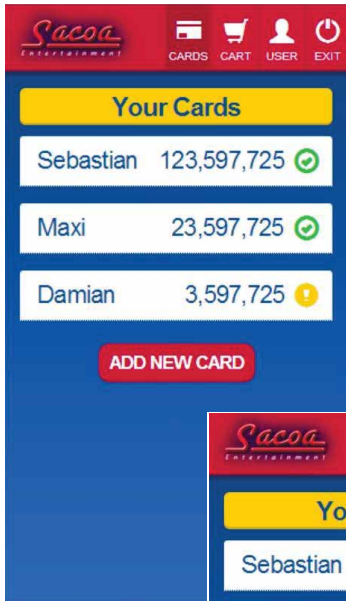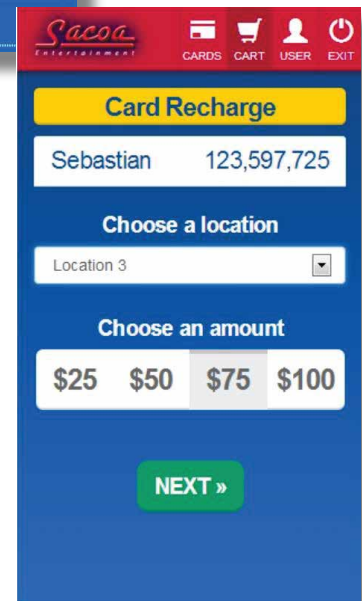
Users can register online, input their card numbers and identify them with a user-friendly name.

Verified cards show credits, bonus, courtesy and tickets balances, and can be recharged. Last 10 games played also available to be viewed.

Manually keyed in cards require further validation at the store to ensure accuracy.

Customers may choose from a variety of preset offers to recharge their cards as well as the location the recharge should be for.

NEWSLETTERS MAILING ENGINE:
This module also allows operators to manage their own custom-tailored marketing campaigns through a newsletters mailing engine which may use segments of the database generated according to various criteria, and can be integrated with the operator's existing mailchimp/sendgrid/etc account for massive mailing.

www.sacoacard.com

+1-214 256 3965,
5300 Powerline Road (suite-210)
Ft. Lauderdale, FL 33309, USA

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