



UTOPIA LOYALTY

UTOPIA Loyalty is your complete venue wide loyalty solution designed to drive venue performance by rewarding your most valued customers. Complete with an integrated digital app, you can directly engage with your customers through push notifications sent right to their mobile phones. It also comes with powerful analytic tools which help you make informed decisions on promotional campaigns which can increase venue visitation and grow your business.



Mobile player app



Tiered Loyalty



**Interfaces with
all leading POS
systems**



**Powerful analytics
and insights**



**Supports
multi-venue
groups**

ABOUT UTOPIA GAMING SYSTEMS

UTOPIA Gaming Systems was established in 2014 and is the market leader for gaming systems in the Australian gaming market. Installed in over 1,000 venues in NSW, ACT and South Australia, it is the most widely used system in Australia.

UTOPIA continues to invest in the development of the Global Gaming System to ensure it meets the changing market environment and our customers' needs, while maintaining the simplicity and reliability at the core of UTOPIA's DNA.

WHY CHOOSE UTOPIA LOYALTY?

UTOPIA Loyalty brings together powerful analytic, marketing and promotional tools at an affordable price.

The system is **easy to use** and doesn't require a team of experts to drive results.

Take your venue into the digital age with our **mobile player app** that allows your customers to track their loyalty activity and utilises push notifications for direct customer engagement.

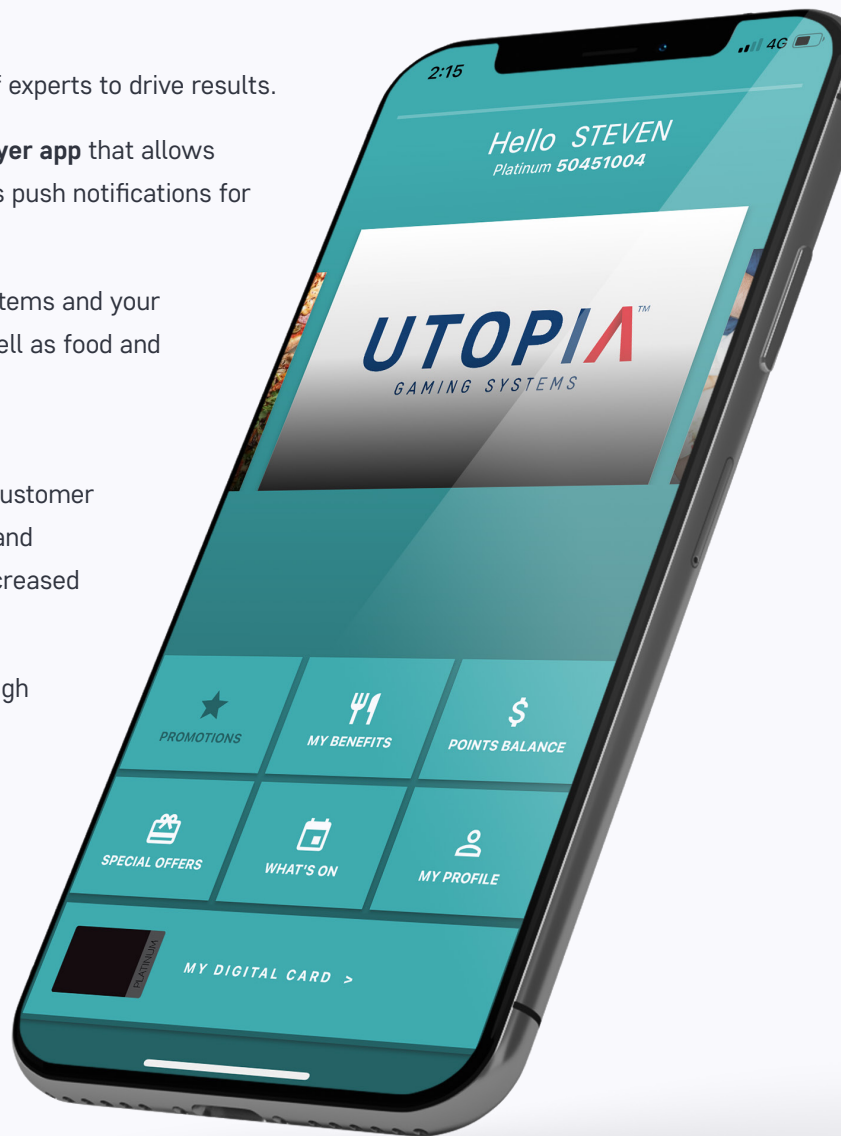
UTOPIA Loyalty **integrates seamlessly with all POS** systems and your customers can accrue points from gaming activity as well as food and beverage and retail purchases.

With **industry leading database analytics and real-time data**, UTOPIA Loyalty allows you to monitor customer activity and make informed decisions about marketing and promotions, engaging your customers and rewarding increased visitation.

Customise rewards for your most loyal customers through our player tiering. Utilise our recommendations or set your own tiers to drive your venues performance.

UTOPIA Loyalty **operates seamlessly across individual venues or groups**, allowing customers to accrue and spend points across all of your locations.

An Australian-owned and operated company supported by a **24/7 Help Desk and team of skilled field technicians** ensures you have all the support you need.



Central Credit Unit
(CCU)



Omni EYE



Loyalty



Omni VISION



Get in Touch!

www.utopiagaming.com.au | 1800 200 201