Smart Cards for Gaming & Hospitality

Branding Beyond Cashless Gaming

How Can You Get Your Customers to Spend More Time at Your Property or On Your Website?

Your hotel and casino offer unlimited options – Smart cards connect customers to these options like no other technology, capable of producing higher revenue, greater security, and lasting customer loyalty.

In many markets around the world, smart cards have replaced cash, tokens, and tickets, eliminating paper, printers, and associated maintenance costs. For starters, smart card users find that a single card is more convenient, but the advantages don't stop there.

Building Brand & Property Loyalty

A smart card for gaming and hospitality engages your customer like nothing else can. Plastic cards have been around for so long and are so ubiquitous, that the cost analysis of a card-based loyalty program often starts and ends with examination of card cost only. The wow factor of smart card technology should not be overlooked in giving a lift to a card program. Evaluating card technologies for a system requires viewing the loyalty component strategically as a permanent, long-term investment.

Stored Value

This key function of the smart card takes your guest's winnings beyond the cashier. It can be used at restaurants, spas, entertainment, and reloaded anywhere. You can set-up the card to work with independent, related businesses both on and off-property, taking a percentage of transaction revenue. Customers can count on the smart card for virtually every cash need. Separate from player tracking loyalty, point schemes can be built from purchases and visits to partner venues and restaurants.

Player Tracking

This familiar function is enhanced with the smart card's advanced processing power and additional on-card storage capabilities.

Online Gaming

An online casino can now remotely confirm the identity and age of the player who was enrolled with the card, by taking advantages of the smarts in smart cards. This overcomes one of the principal obstacles presented by regulatory organizations around the world.

By requiring the player to use the card when gaming from home, all transactions can be digitally signed with the card, creating non-repudiatable proof that this player is who he says he is. By utilizing additional technology from third parties and the smart card the player's location (for tax purposes) can be authenticated.

With your property's smart card, everywhere your guest goes, your brand goes with them. Now, that's a sure bet!

Door Keys

Who hasn't been through the hassle of a magnetic stripe card malfunction? Already used by hotel staff, a smart card works better and lasts longer for guests as well. The typical infant mortality and durability issues with mag-stripe technology are all removed when a quality smart card is the replacement technology.

For more information, contact your CardLogix Sales Representative.