

Loyalty means everything to Danielle at GSL Solutions



■ Danielle Rayner, GSL Solutions Founder, says the gaming industry has realised it can no longer interact with and reward members the same way it did 10, even five, years ago.



► For more information on the latest in loyalty reward programs, contact **Danielle Rayner at GSL Solutions** – P: 02 - 8090 6533 E: danielle@gslsolutions.com.au or go to www.gslsolutions.com.au

By **PETER SHARP**

AS THE demographic of the average Australian gamer and club member changes, clubs increasingly are looking to new technology to fill the promotional void that was once dominated by shopping and petrol vouchers, gift cards, game prize showcases, and the traditional meat raffle.

Club managers are driving this trend, refocusing their marketing strategies to build a strong sense of loyalty in the member, versus simply throwing out promotional prizes.

At the forefront of answering this movement, is loyalty program company Gobsmailed Loyalty Solutions (GSL), which has developed a pre-paid loyalty program that is literally overtaking raffles and vouchers, while drawing a stronger, more loyal member base through the front door.

GSL Solutions has joined the “family” of CMDA sponsor companies by supporting the CMDA National Bursary Program.

GSL Solutions founder and Director Danielle Rayner says one of the main reasons why GSL’s pre-paid loyalty system is taking off so strongly is because the gaming industry has realised it can no longer interact with and reward members the same way it did 10, even five, years ago.

“Gift cards, shopping vouchers and prizes are yesterday’s news ... the game has changed, and the players have changed,” Danielle added. “Today’s club members are very different to those we saw throughout the ‘90s.

“They might be roughly the same age, in some instances they might even be the same person, but their expectations have changed. They expect more - more freedom and more choice. Cash is king and at GSL Solutions we give them the nearest thing to cash.

“Since everyone offers some type of reward, loyalty either goes or stays with the one program that members feel gives them the most bang for their buck.”

Danielle Rayner developed GSL Solutions on the premise that members

would know the best way to meaningfully reward themselves.

So she created a loyalty program that allows members to convert club reward points into a dollar balance on a reloadable pre-paid eftpos card. The points then can be spent at retailers across Australia - similar to a debit card.

With the program operating with reloadable pre-paid cards, versus once-off gift cards, members are encouraged to return to the club for additional spend. “We saw an opening for a program that puts the member back at the centre of loyalty,” Danielle added. “And, with 11 clubs ‘live’, combined with overwhelming feedback that we’ve received from the clubs and the increase they have seen - not only in gaming profit, but also increased member frequency - we seem to have hit the nail on the head.”

With more clubs signing on to the GSL loyalty program, Danielle predicts the trend towards adopting more-expansive, technologically modern loyalty solutions is here to stay. “In this industry, loyalty is key for success,” she added. “Club managers that want top billing know that simply opening the doors, serving a cold beer and 10-year-old promotional strategies is not going to keep today’s member coming back. It won’t even get a second glance from tomorrow’s member. I’m thrilled we are pioneering such a successful loyalty solution, and bringing rewards into the 21st Century.” ■

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