

The solution for customer engagement in your venue is now available from Odyssey

The solution for customer engagement in venues is now available in Queensland, exclusively from Odyssey Gaming. Called Engage, it is an innovative and unique player engagement tool offering players an enhanced gaming experience.

Engage is the combination of Pathway, the in-machine touch screen interface and the Engage software application. Together, this creates a function rich operator, player engagement tool.

The benefits of Engage include the ability for venues to manage their own marketing and promotional campaigns through on screen streaming. This enables venues to build customised campaigns by displaying information beamed directly to the Electronic Gaming Machine (EGM). Additionally, the exclusive feature of interactive games, allows venues to reward players with prizes.

Mark Anderson, General Manager of Odyssey Gaming commented on the benefits venues will experience with Engage through player engagement. "Engage is an amazing tool for our venues to captivate their clients. They'll be able to stream their own advertising, communicate their specials and important information about their club. Players will be able to see their points, participate in interactive games for prizes, read menus for restaurants in the club and request service to their machine."

Venues who have adopted Engage

Early adopters of the system have been Aspley Hornets, Middle Green Sports, Caloundra RSL, Club Helensvale, Warwick RSL, Burleigh Bears, Burleigh Sports and Cowboys Leagues Club.

Sam Kearney, Gaming Manager of Caloundra RSL reiterated the benefits already seen since implementing Engage. "We were an early adopter of Engage and since we started, we have been using the system as an information hub to ease our members into the platform. Our members have adopted the easy to use touch system and we are looking forward to using the interactive games that Engage exclusively offers. In the coming weeks, we will be rolling out our advertising strategy through Engage and we are currently very happy with the usability of the system. We are impressed with the way we can easily communicate with our customers through the platform and our customers are enjoying the level of interactivity Engage offers."

About Odyssey

Odyssey Gaming, who are part of the gaming solutions division of Tabcorp, is a well-respected Licensed Monitoring Operator (LMO). Odyssey has been involved with the Queensland Club and Hotel industry since the establishment of the Queensland Hotels Association in 1998. Their products range from monitoring and reporting for tax assessments, player loyalty programs, cashless gaming systems, tracking systems, business intelligence and productivity streamlining tools.

Odyssey has over 330 customers with 18,000 machines connected to their systems across Queensland. Based in Brisbane, Odyssey Gaming has offices in Melbourne, Sydney & Kuala Lumpur through their partnership with eBET.

For more information on Odyssey, please visit www.odysseygaming.com