



## Player Loyalty Reports

Many forward-thinking operators of online Golden Tee LIVE games offer a Frequent Player Loyalty Program to their most active players. A Loyalty Program rewards high-volume players who play a certain number of games within a specified timeframe with cash, gift cards or other incentives. By targeting and signing up specific players, the game's pricing can remain at the default payment settings, yet still reward the most loyal players and incentivize them to play even more.

Player Loyalty Programs can be created with a variety of parameters or options, and should be determined based on current player habits and the operator's comfort level. Every operator's traffic and audience is different so you may want to do some research before deciding on what will work best for you and your players. The goal is to make the program attractive to your loyal players, while at the same time setting goals that challenge them to play a few more games a month than they normally would.

Some examples of successful programs are:

Play 10 games in a week and receive a food or beverage voucher from the location

Play 25 games in a month and receive a \$20 Golden Tee gift card

Play 50 games in a month and receive a \$40 Golden Tee gift card

Play 100 games in a month and receive a \$100 Golden Tee gift card

Golden Tee gift cards make for a great monthly reward, because they can only be used on machines registered to your company. So in essence you are giving money back to the player, which can only be spent back on your games. Gift Cards only cost 60 cents each for any dollar value and can be ordered online from your Operator Services account.

Player game counts can be easily accessed from the "Player Loyalty Reports" section of your online Operator Services account. Once logged in, you can easily create and view reports that track online game count totals for your players.

To create a report, select a specific date range (up to 60 days) and choose individual or all locations. Results are posted to the screen, and sorted by player. Daily totals for each game type are displayed, along with grand totals for the specified timeframe. These reports can be easily exported to Excel, where additional subtotals or sorting can be added manually. An optional monthly email service is also available. Simply enter a valid email address and check the authorization box to receive monthly summary reports automatically around the first of every month.

To access Player Loyalty Reports, log in to your [Operator Services account](#). Once logged in, select Player Loyalty Reports from the main menu. First time users are encouraged to click the email/settings link to authorize the reporting process. Once authorized, ITNet will begin to collect data and make it available on demand. This process may take a couple of days to populate, so sign in ahead of time to be sure the data is available.