

ebet

BIGGER BOLDER

EBET'ER



THE EBET & CHERRYHUB TEAMS AT AGE 2023

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Come on a new customer journey to the digital Club of the future.

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cherrycheck® accredited as the leading solution to meet the Club Gaming Code of Practice.

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More than just a card - what customers really want from Digital Membership. Register now for the webinar.

Take the ebet Customer Journey

You'll Love *it!*

[Click here to watch the video](#)

I love it.
I love it.
I love it.
I love it.
I love it.
I love it.
I love it.

You have probably heard about the “it factor”; that indefinable something that makes someone, or something special. Ebet, with its' relaunch and resurgence has definitely got 'it' – new products, new innovations and a whole new way of doing business.

Ebet has developed a full range of networked solutions to engage, connect, manage and enhance your customer's experience, while also providing a suite of back-of-house reporting, productivity and risk management tools. From cashless gaming to compliance management - if it's at the forefront of gaming in Australia, then Ebet's got it!

The Ebet Customer Journey starts from the moment someone steps into your venue and continues throughout multiple touch points: from digital memberships cards, cashless gaming, improved player engagement and ordering with an in-machine touch screen, to taking a break or converting points to play. Keep that engagement going outside the venue with automated messaging and behavioural loyalty management in real time.

Ebet is also ahead of the curve when it comes to contactless gaming and new payment platforms (NPP) to enable customers to securely transfer money to and from a linked bank account and gaming account.

Saw it at the AGE? Want it? Get it!

Joinit: A branded, instant digital membership card for iOS or Android mobile wallets. No app required!

Cardit: Australia's leading card-based cashless gaming technology that has been tried and tested in the market for over a decade. Suitable for use by both members and non-members, Cardit is an efficient, economical and secure cashless gaming system that allows customers to transfer up to \$5,000.

Orderit: Serve up a true VIP experience at every EGM. Orderit allows players to order paid or complimentary items directly from the Pathway.

Sendit: An intuitive and affordable customer relationship management (CRM) platform that has been specifically built for the hospitality and gaming industry. Automated SMS and email campaigns; lifecycle engagement; and behavioural loyalty management.

Playit: Enhance you player experience by converting bonus points to credits with Wager Exchange.

Linkit: Utilising new payment platforms (NPP), Linkit enables customers to securely transfer money to and from a linked bank account and gaming account.

Tapit: Contactless gaming with a tap of your mobile phone! Customers simply hold their phone near the card reader on an EGM, and a Bluetooth adaptor enables the transfer of cash from their account to the machine.

Showit: The in-machine touch screen! Pathways will keep players engaged and connected. Each Ebet product can function individually or come together as a beautifully orchestrated whole.

For further information, demonstrations or quotes on any of the ebet products you saw at the AGE, **contact your Ebet representative or call 1300 060 026.**

We Loved it!

Highlights from ACE



More than just a card.

What customers really want from Digital Membership.



People have embraced Digital Membership Cards and it is not hard to understand why. They offer convenience and ease of use, especially when housed within a customer's mobile wallet. They also take away a lot of barriers to entry for new members through instant sign up and easy access.

In Australia today, mobile wallet use is twice as frequent as cash, with over 80% of people using a mobile wallet on a regular basis. In fact, mobile wallet use is growing at such a rate that in less than two years, the Global Repayments Report predicts that cash will account for only 2% of all transactions. Not only are we heading towards a cashless society, but also a cardless society. **It is obviously the way our customers want to conduct business, and as an industry, we need to respond.**

Apart from holding credit and debit cards, just like any other wallet, your mobile wallet also holds other important transaction cards in a digital format, like Membership and Loyalty Cards, Digital Coupons, Gift Cards and so on. It also holds things like your digital Opal Card, Medibank and Flybys cards. A mobile wallet is an essential part of day-to-day life, and it replaces the need for your customer to carry a physical wallet. **Research also shows us that**

85% of wallet passes are not removed.

A mobile wallet is an app that comes preinstalled or can be downloaded on a smartphone – like ApplePay or Google Pay for example. **You do not need a dedicated Club app to have a digital membership card, your mobile wallet is enough.** However your digital membership card will work alongside your Club app if you already have one.

Yet, Ebet's Digital Membership Card is more than just a card. It comes with a whole lot of additional functions. It allows the display of member tiers and rewards points and can provide basic notifications like greetings and live offers. The back of the card has some cool features too with direct links to the club's website (or websites if part of a group of clubs), as well as phone and email connections, or a link to Google maps to help help you locate the venue. It can even enable third party links like restaurant reservation bookings.

Ebet's Digital Membership Card makes it quick and easy for anyone to sign up as a member at any time via their mobile phone with a QR code. And customers can get instant, on-the-

spot access to take advantage of member discounts immediately. If required, the card can even be greyed out for a temporary member before full membership is approved.

To find out more about Ebet's Digital Membership Card email sales@ebetsystems.com.au.

All you need to know about

Digital Membership

FREE Live Webinar

Wednesday 27 Sept. 2023 | 12 noon

Hosted by Frank Makryllos
Special Guest Matt Hazel

REGISTER NOW

cherrycheck® Easy, intuitive and effective. The industry choice.



[Click here to watch the video](#)

ClubsNSW has endorsed **cherrycheck®** as the leading solution for clubs to assist in meeting the Club Gaming Code of Practice.

cherrycheck® is the only real time, mobile interface capturing compliance reporting anywhere. It enables quick, easy logging of incidents, observations and conversations, automating the Gaming Incident Register and protecting venues from compliance breaches while supporting industry best practice. It has been designed to ease the burden of compliance, manage risk, and reinforce advanced staff training.

Through a collaboration with ClubsNSW, a free version of cherrycheck® has been made available to all member clubs. Known as cherrycheck® LITE this version of the app can be used on iOS, Android and PC Web Browsers. Each venue can establish Club login details for single or multi-venues, with the ability to control staff security access via a Super Admin role.

The LITE version allows capture, recording and reporting of Configurable Responsible Service of Gaming Incidents.

The Club Gaming Code of Practice (the Code) is based on a targeted approach of identifying people that might require

assistance and connecting them with the best support possible. It is an important tool for demonstrating clubs as the safest and most responsible operators of gaming machines.

Under the Code, clubs are required to check on the welfare of players displaying indicators of problem gambling and to offer them support where appropriate. Interactions with players showing signs of distress are required to be recorded in an Incident Register.

ClubsNSW recognised that for the Code to be effective, it had to be easy to implement, and the **cherrycheck®** app fits the bill perfectly as it simplifies the process of undertaking and recording player welfare checks.

ClubsNSW strongly encourages clubs to try out the **cherrycheck® LITE** app, even though there are no requirements under the code to do so. However, having most clubs using the same electronic gambling incident register will assist ClubsNSW in providing data to regulators to demonstrate the effectiveness of the Code. Close to 100 clubs have already taken up the **cherrycheck® Lite** offer with many larger clubs opting for **cherrycheck Pro** incorporating RSG & AML/CTF functions.

The **cherrycheck®/ClubsNSW** offer has two options:

OPTION 1 (recommended) Nil monthly fees. (One off \$200 data set up fee)

OPTION 2 Nil monthly fees. (Club self-set up)

Option 1 is recommended so your venue has the benefit of working with solution and data experts to ensure a smooth set up and a premium operational experience.

To Accept the cherrycheck® ClubsNSW Offer, the process is as follows:

1. Complete the cherrycheck® LITE order form at: <https://share.hsforms.com/1N2QhVnWETHkZIOfhevS20A5cqW9>
2. Club will be redirected to an electronic order form with terms and conditions to use the software and execute electronically.
3. After signing, and pre-approval, the Club will be provided a link to Register.
4. Once the registration is complete, the Club will be provided with the links to download the app.
5. Club to upload gaming machine data (recommended to get **cherryhub**® assistance here)
6. Club invite staff users to use the app.

On acceptance of the Offer, Clubs can be up and running within one to two weeks.

The **cherrycheck**® app can be easily upgraded on a modular basis as follows:

- Responsible Service of Gambling (RSG) – LITE (As

provided in collaboration with ClubsNSW)

- Responsible Service of Gambling (RSG) – Pro Version
- AML / CTF Module – inclusive of collection of KYC information

Description	RSG	RSG	AML / CTF	+ Hub
	LITE	PRO		
Cherrycheck® app – ios, android & PC browser based	✓	✓	✓	
Business establishment – club login & super admin setup	✓	✓	✓	
RSG digital incident capture – including note adding	✓	✓	✗	
RSG chronological list of incidents and secure audit trail	✓	✓	✗	
Easy export of data as digital risk register	✓	✓	✓	
Workflow management – Monitor, Check In, Escalation	✗	✓	✓	
Automated escalations -e.g. Gaming Contact Officer or Manager	✗	✓	✓	
Alert notifications – e.g. security, duty managers	✗	✓	✓	
Assistive scripts and/or prompts to complement staff training	✗	✓	✓	
AML / CTF incident capture	✗	✗	✓	
AML / CTF list of incidents and easy export	✗	✗	✓	
Linking of details to a transaction e.g. Payout over \$10,000	✗	✗	✓	
KYC info collection and escalation to ECDD & PEP on risk matrix	✗	✗	✓	
Instant digital capture of identification details	✗	✗	✓	
Integration with Gaming System – Machines	✗	✗	✓	✓
Integration with Gaming System - Patrons	✗	✗	✗	✓
Integration with Facial Recognition Technology (FRT) or alerts	✗	✗	✗	✓

For more information about each of the cherrycheck® modules and the full range of cherryhub® products, visit cherryhub.com.au or call 1300 944 140

Myebet

What's coming your way.

Over the next quarter, Ebet is developing a new online customer portal called Myebet. Apart from access to the Astute and Metropolis portals it will provide a new self-service functionality allowing you to order direct online for items like marketing packs, individual product assets and brochures, and kiosk skins. There will also be the ability to personalise certain products with your logo or corporate colours.

Myebet will also provide access to a comprehensive knowledge base of how to videos, troubleshooting tips and educational materials to ensure all your Ebet products operate at maximum efficiency for both you and your customers.

Customer Response Times Slashed!

Fast customer response is like the grease needed in an engine so that a company can run efficiently and seamlessly. Reducing our Customer Response times was a crucial component of the revitalised Ebet Roadmap.

To help us achieve our goals we partnered with Zendesk – a ticketing system, that assists in tracking and prioritising customer support interactions. And the results have been spectacular!

Ebet has turbocharged its high touch support and we are now operating with a First Reply Time Service level of 93% and a Request Wait Time level at over 95%.

From the peak of 4.7 business hours in April, the first reply time for the last three months has been **slashed to just 6 minutes**. Requester wait time has also decreased across the three main ticket forms including Metropolis down to **18 minutes** and Asute dropping from 315.5 hours to below **22 hours**.





Ebet Support Helpdesk – now Live!

Ebet's Support Contact team of technical specialists are standing by to answer your questions and help solve your problems.

SUPPORT CONTACT

1300 060 026

Hours of Operation:

Metropolis

Monday – Friday 8am – 7pm

Saturday – Sunday 8am – 4pm

Astute & Clubline

Monday – Friday 8am – 5pm

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