



Return Play[®]

“When ReturnPlay[®] was offered, 67% of players increased their play and, depending on segment, an 11-13% increase in net win overall was realized.”

– Station Casinos



Keep players coming back

Increase customer spending and generate incremental return visits with ReturnPlay[®]. This highly configurable bonus awards players who reach coin-in levels with Xtra Credit[®] non-cashable rewards redeemable later the same day or on a return visit.

ReturnPlay[®] helps drive play during slow periods by giving you control of the day, week or hour when players earn and redeem the Xtra Credit[®] non-cashable rewards. And with the ability to configure multiple earning tiers and awards, you can scale your rewards to the value of the player.

Players want loyalty rewards for increased visits and additional play. Enhance your players' experiences and give them the rewards they want with ReturnPlay[®].

Bring your players back for more. Contact your IGT Account Manager.

Benefits

- Reduce direct mail costs
- Increase carded play and the number of incremental visits to your property
- Boost spend-per-visit by increasing the play required to qualify for the award
- Ignite play during slow periods
- Streamline club operations and decrease lines at the booth
- Increase the value of your players club and drive membership
- Convert infrequent players into loyal slot customers
- Create specialized value for your high-end players

Features

- Deliver on the game screen via the Service Window or at the game using sb NexGen[®] II displays
- Visual prompts encourage players to keep playing
- Configure down to the day, week or hour when players can earn and redeem Xtra Credit[®]
- Configure multiple earning tiers and select the Xtra Credit[®] non-cashable award for achieving each level
- Earned rewards are automatically delivered when the card is inserted during the redemption period
- Scale your rewards to the value of the player, based on rankings

