

Loyalty & Rewards That Drive Repeat Business

Discover proven loyalty and rewards strategies that increase customer retention, boost repeat purchases, and turn satisfied customers into long-term brand advocates.



How Casinos Changed Their Approach towards Creating a Customer Loyalty Program



Rohit Singh • VP of Customer Engagement • [Schedule Free Consultation](#)



We all remember casinos as fun places where you can play slots, poker, or roulette. The gaming industry would generate revenue almost entirely from the machines and tables games. Since almost every activity was limited to gaming, the [customer loyalty programs](#) were designed to make people play more. But that was then. Things have changed a lot since the 1990s and now it is time to pave way for loyalty programs for casinos.

Traditional rewards and points on spinning roulettes and poker are a thing of the past. Casinos have become a hub for relaxing and indulging in sensory pleasures. They soon identified that the trends were changing quickly and we're nimble on their feet to change their approach.

Focus on Non-Gaming Activities — A recent study showed that casinos earn a majority of their earnings from non-gaming activities. Apparently, people indulge more in concerts, buffets, drinks, dining, and stays upon visiting casinos. Loyalty programs for casinos can focus on bringing the said activities under a united umbrella.

Your loyalty program should be built around those. Rather than pushing people to spend more on slots or poker, give them something that offers value on other activities. While people still consider these complementary activities, they knowingly or unknowingly spend most of their time on these. This also presents casinos the opportunity to offer customers a rich experience.

The trick is to offer rewards on food and drinks. Let customers earn points by playing a table and redeem those on a signature dish at your casino. Or offer free parking on each visit. You could also offer them an exclusive invite to a special event.

Integrate a Successful Customer Loyalty Program with *NextBee*

NextBee is one of the leading providers of Loyalty Program that can be integrated to several Software Applications. Starting from small-scale to large-scale Software Solution, **NextBee's** custom-made Loyalty Program can be integrated seamlessly pertaining to the business requirements.

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Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

Rohit Singh

VP of Customer Engagement

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Learn More About Our Proven Approach

We have worked with 300+ brands and helped them succeed. To learn more case studies

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