

Case study: Self-service for customer loyalty



Client: Rank Group (Grosvenor Casino)

Project: GS1 customer loyalty enablement

Why:
To allow for a unified customer loyalty experience anytime and at any location.



Solutions provided for the project



Professional services

- Gold Image Creation
- Deployment tool process definition via SCCM



Hardware selection

- BOX KX-100 22" Self-service kiosk, integrated MSR, barcode scanner and additional A3 marketing poster board



Managed services

- Implementation services
- Technology staging & configuration
- Project management
- Procurement & supply chain management
- Warehouse & logistics



On-site Maintenance

- 3 year, NBD on-site kiosk maintenance

Highlights + challenges

50

casinos rolled out

150+

KX-100 kiosks installed

Rollout completed in 6 weeks

Client specific product customisation

3 year on-site kiosk support

Find out what we can deliver for you, call us 01844 264000



“ We were delighted to select Box Technologies for our self service project, they delivered on time & within budget. Now our valued members can access their GS1 loyalty card at any of our 50 UK casino locations.

Maddie Robinson, Loyalty & Rewards Manager

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