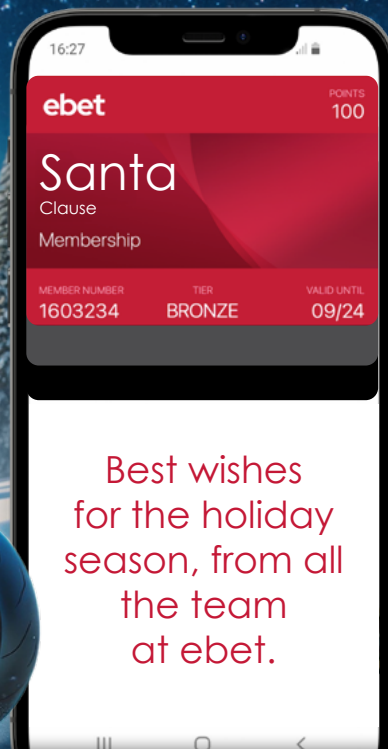




**BIGGER BOLDER**

**EBET'ER**



**EBET SUPPORT SERVICES ARE OPEN & HERE TO HELP THROUGHOUT CHRISTMAS.**

**THE EBET OFFICE WILL BE CLOSED FROM 25TH DECEMBER 2023 TILL 1ST JANUARY 2024.**

**Newsletter • Summer 23/24 • [ebetsystems.com.au](https://ebetsystems.com.au)**

**01**

Our first birthday is happening soon. Don't forget to save the date and join the party!

**02**

See how **cherrycheck®** has been deployed at a major Sydney venue.

**03**

Earn & Learn with Ebet Rewards and the Ebet Academy in 2024.

# Happy Birthday To Us!

*Thanks to all our staff and customers for a great year. What a ride it has been!*

Save the date and come celebrate with us:

**THURSDAY 1ST FEBRUARY 2024**

Times and details will be forwarded to you in the new year.



## HOW WE DOIN'?

**During the first quarter of 2024 we'll be sending you a short customer survey to complete.**

The survey is designed to help us measure, evaluate and keep your customer experience at a premium level, and so the Ebet team would be most appreciative if you can take the time to provide your feedback.

### CASE STUDY

## Manly Skiffs / Digital Membership Cards

*Taking the time and stress out of membership renewals*

People have embraced Digital Membership Cards because 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.

Manly Skiffs Club recently gave members the option to download a digital card as part of their renewal process. Members could do this via a link in an EDM, through the venue's websites or via a QR code displayed in venue. Data was cross checked between CherryHub and Metropolis before the member completed their renewal to ensure there were no duplications. The member uptake for the digital card was phenomenal, clearly demonstrating



customer preferences for a digital card. In the first hour alone:

- **37%** renewed in 1 minute or less!
- **85%** renewed in 2 minutes or less.
- **95%** renewed in 3 minutes or less.
- Median renewal time was 1 min 40 secs.

\*Above from a sample size of 460 members

Overall, the total downloads for the new digital card are running at 102% for both venues in the group including new members as well as renewals.



## CASE STUDY

# CANTERBURY LEAGUES CLUB & cherrycheck®

or how an industry collaboration produced a groundbreaking app for managing problem gaming.

Way before the ClubsNSW gaming Code of Practice was launched in January of this year, the idea for an agile, proactive solution to managing the risks associated with problem gambling emerged back in 2020. At that time, compliance management was typically controlled behind a desk, instead of on the gaming floor. Staff would make ad hoc notes of an incident, then either email or enter their findings into a report back of house.

Cherrycheck® was the brainchild of gaming industry experts Frank and Amanda Makryllos and technology entrepreneur Craig Kinross. They saw the need for an easy to use, more accessible and more timely way to capture and log incidents, observations and conversations that took place on the gaming floor. They felt a mobile app, that could be accessed anywhere and anytime, was the answer.

To ensure their concept's usability and relevance was accurate, they took their idea to one of NSW's leading venues, Canterbury League Club (CCL), for testing and evaluation. The Club was so impressed, they provided seed funding to bring the project to fruition.



Billy Bogoeski, Gaming Manager, CLC (pictured), said that one of the major benefits of cherrycheck® was that it could be used on the fly. 'It can be accessed and used quickly, and it's an intuitive system. Some staff can be hesitant to engage with a customer and might be unsure of what to say or record. Cherrycheck® takes the guess work out of the situation with an incident list and speech prompts to assist staff.'

Canterbury League Club rolled out the program and reviewed the problematic gambling behaviour indicators and cross referenced those on the app with the ClubsNSW Code of Practice. The platform allowed them to modify some of the indicators and add others. 'The beauty of the app is that it is adjustable to suit your venue and any particular issues you may encounter,' said Jonathan Brain, COO Canterbury League Club.

Brain also said that the integration with cherrycheck® and

third-party systems like facial recognition technology (FRT) has been a major step forward in efficiency, usability and ultimately, customer care. 'You used to get notified of a self-excluded member by email, back of house. Then you had to try and memorise the image and look for that person'.

Cherrycheck is also fully integrated with ebet Live Alert – a paging notification system that triggers a call based on specific configuration options, such as turnover or time on device.

Bogoeski said that cherrycheck® provides support for staff members plus a trail of actions taken and shows a system of customer care. He said that members were also appreciative of the system. 'We used to have to wait for a customer to flag a problem, but this system is proactive and improves our duty of care with a list of problematic behaviours. When it comes to self-exclusion, cherrycheck® allows us to discreetly talk to the person and provides suggested comments to help staff deal with the situation. It even shows how to go about changing their status if that is what they wish to do. It has been a great bonus.'

'And, if the need arises to investigate an AML incident, cherrycheck® tracks both carded and uncarded play and records times and locations of where the incident occurred and the responses,' he added.

'Security is paramount, and it is encouraging to know that the cherrycheck® system is managed here in Australia, not in Las Vegas or elsewhere overseas,' said Jonathon Brain. 'It means we get instant access and service when we need it – no time delays – just an immediate response.'

Cherrycheck® is still an evolving system and will continue to improve and adjust as requirements and ways of management change. ClubsNSW have also endorsed cherrycheck® as the leading solution for clubs to assist in meeting the Club Gaming Code of Practice (the Code).

For more information about each of the cherrycheck® modules and the full range of cherryhub® products, visit [cherryhub.com.au](https://cherryhub.com.au) or call 1300 944 140



# What's in store for 2024?

## The ebet journey continues.

On February 1, 2024 it will be 12 months since ebet was acquired from Tabcorp. And what a massive year of growth and repurpose it has been for the company.

At that time, the ebet team, led by Executive Director Frank Makryllos began showcasing their roadmap to clients and perspective customers across NSW, Victoria and the ACT. Numerous projects have since been completed or are in progress, but the roadmap is an ever-evolving system, and to keep our customers up to date, this is what the roadmap looks like today.

To achieve all they have, and to stay on track with future developments the ebet team has grown from 45 members at the beginning of the year to our current head count of 75. That's a 70% staff increase, ensuring development and service goals stay on track.

2023 also saw eight new venues come on board across two states; Pathways upgrades to 2179 machines; cardit cashless gaming installed on an additional 1,110 machines and close to 10,000 digital card downloads, and counting.

There are plenty of new innovations planned for the next 12 months including the development of the ebet Academy. Focusing on training and knowledge, the learning academy will be a collaborative space where venues can train and/or upskill staff to provide industry knowledge, performance, and outcomes and to assist venues get the most out of their ebet products.

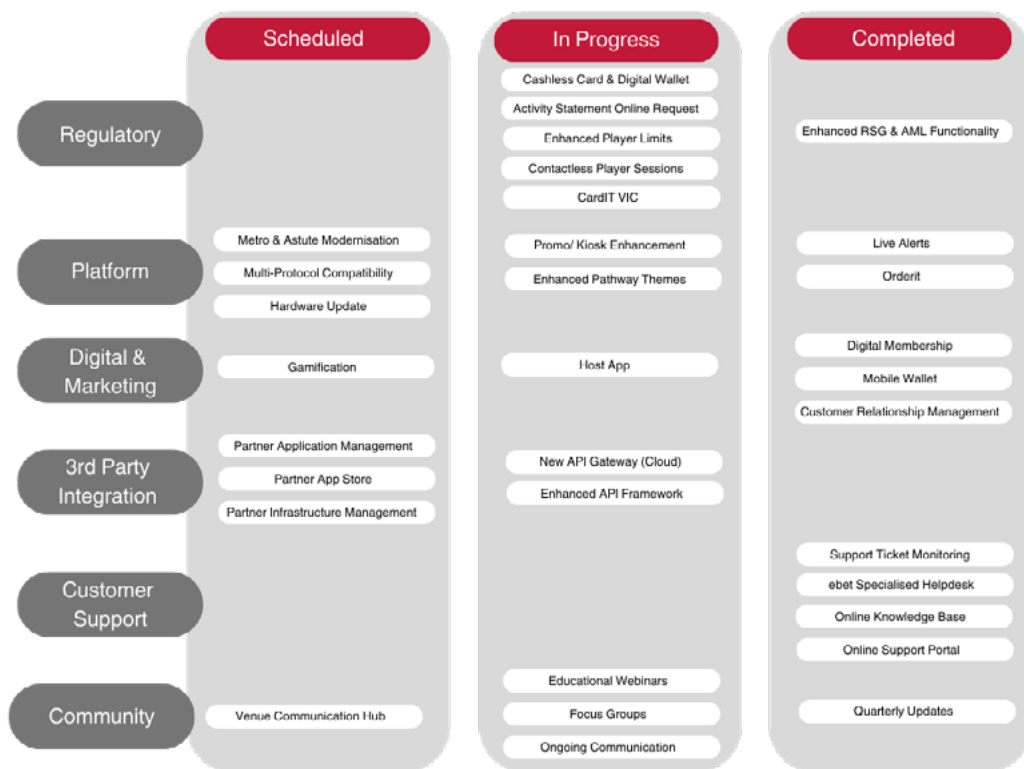
For venues, it will also help manage staff skills gaps and will provide new staff with valuable training on in-house systems in a central location. Providing both online and face-to-face learning,

the academy will also upskill staff with new developments and product advancements and enable your entire team to train at a consistent and peak level.

As part of the commitment to improved learning, a new online portal has been developed for easy access to 'Knowledge Base' cheat sheets and 'How To' videos to provide help whenever you need it. A whole range of new/updated Metropolis Cheat Sheets have just been uploaded to the customer portal for December, covering products like cardit, Engage and Breakaway, as well as quick guides for CRT and Game operations. New documents and videos will be added each month, so check in regularly to see the full range of online support available.

Linked to the ebet academy will be an ebet Rewards Program which will provide team or individual training, access to exclusive events and experiences, plus an innovative scholarship program.

And that's just the tip of the iceberg! We look forward to bringing you more details in the new year.



## Ebet Support HELPDESK

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

### SUPPORT CONTACT

#### Hours of Operation:

Metropolis

Astute & Clubline

**1300 060 026**

Monday – Friday 8am – 7pm  
Saturday – Sunday 8am – 4pm  
Monday – Friday 8am – 5pm