

> CHALLENGES

Secure access to sites and deploy a tool to build up customer loyalty

> MARKET

Leisure and entertainment industry

> APPLICATIONS

Access control; loyalty; customer relationship management

> EVOLIS SOLUTION

Tattoo card printer



The Casinopass acts like an ID card for controlling access to casinos and provides its holder with a loyalty program.

Interactive terminals

Since April 2010, interactive terminals are available at the Lucien Barrière casinos for Casinopass holders. Several services are offered: agenda of events hosted at a casino, corporate information, as well as details on jackpots to be won, the biggest jackpots earned ever, the latest cash prizes per gaming machine and the benefits of the Casinopass. A "casino coach" application will soon be helping card holders to learn the rules of all table games.

## An access and loyalty card for the Lucien Barrière casinos

Recent changes in the French regulations for games and gambling have resulted in the Lucien Barrière Group deploying a new control access system to screen the visitors to their multiple casinos in France. The Group smartly turned this restriction into an opportunity by deploying a loyalty program based on this access card. The Evolis Tattoo printer was selected by the Lucien Barrière group to personalize all access and loyalty cards on site.

November 2006: The French regulations governing the gaming industry require each visitor to a Casino to compulsorily present an ID card at the entry point. Although a constraint, this is prevalent in several countries worldwide. The Lucien Barrière Group operates several casinos in France and in Europe, and selected this moment to launch its Casinopass card that would serve as an ID for the holder to gain access to their casinos. "We rolled out this card prior to Nov. 1, 2006, and conducted a communication campaign to educate our customers and inform them that they would henceforth have to show their ID card or passport at the entrance of our casinos", recalls Christophe Chicoix IS Project Manager, Groupe Lucien Barrière. "We decided to take advantage of what first appeared to be a constraint: our loyalty card helps us comply with our regulatory obligation, but it also makes its holder feel different."

Reward Loyalty

Upon entering a casino, the holder of a Casinopass simply applies the card to a terminal which reads the embedded RFID chip. The holder's picture is displayed on a monitoring screen to authenticate his identity, to ensure that the holder is over 18 years old, and that he is not featured on an official blacklist of gamblers. Casinopass also offers benefits such as discounts on shows, free drinks at the casino bar, discounts on hotels and restaurants of the Groupe Lucien Barrière, invitations to events, and more. "This card is a communication tool truly focused on the customer", adds Christophe Chicoix. "We can identify our most loyal customers and design customized loyalty benefits based on the number of visits of an individual".

About 40 Evolis Tattoo printers are currently deployed in 35 casinos of the Groupe Lucien Barrière. They deliver Casinopasses, thanks to a simple three-step process. First, a picture of the holder is taken as he hands in his application form and presents his official ID. Next, the hostess feeds the information provided to the system for delivering a personalized card. All cards are pre-printed, and Tattoo only adds selected information such as, first name, surname, the customer ID number and the card's date of issuance. Finally, the hostess presents the card to a RFID reader. In the system, the customer is now

linked to an alphanumeric key that is embedded in the card. Tattoo turned out to be at the Lucien Barrière casinos, but also at other private and public organizations, the ideal solution to personalize badges on demand, in small or large runs: membership cards, employee or visitor badges, loyalty cards, and more

40 seconds in color. Tattoo prints texts, logos, barcodes and pictures, and can also encode a magnetic stripe. Tattoo offers quality printing with a 300 dpi resolution and near-to-edge printing.

**A quality printing**

In a matter of seconds, the printer personalizes blank or pre-printed cards on one side, in monochrome or color. It takes just 7 seconds for a card in monochrome and



Tattoo2



**Jean-Marie Coquery,**  
Project Manager,  
Casinos, Groupe  
Lucien Barrière

**What were your main challenges when launching the Casinopass?**

The Casinopass enables multiple applications: access control, management of special offers at the point-of-sale and customer profiling. All these applications need to be enabled country-wide: a card delivered in one specific casino, must be recognized in every other casino. Furthermore, we also wanted a reporting on the rate of visits in order to design and support targeted marketing actions. We eventually designed our own solution to support these project requirements.

**What were the key reasons for selecting Evolis?**

We benchmarked Evolis against a competitor, and selected Evolis for the greater reliability of their printers. Evolis loaned us two printer models for conducting real-world testing. We finally approved both printers and adopted the Tattoo at the end of 2007.

**Are you happy with the Evolis solutions?**

Completely. Evolis proved to be a pleasant surprise. We were not experts in handling such printers, and so, were looking for a reliable partner in this area. Users truly favor the Tattoo printers for their small footprint and fast operation. And most of all, we have experienced no mechanical failures since we started using them.



**500.000**

This is the number of holders of the Casinopass that comes in three profiles: red (the most common); silver (for customers visiting a casino more than 30 times a year); and black (a VIP card given at the discretion of the casino's management).

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