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# There's an App for That: Implementing Self-service Tech in Venue Management

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# Agenda

- Self Service tech and advantages
- Enhancing the Customer journey using Self Service tech
- Self Service tech examples
- Case study (Gametime Players)



# What is Self Service Tech?

- Services that are performed by users themselves using various types of technological innovations such as interactive Kiosks, internet, mobile apps, wallets, SMS, WhatsApp, etc.

# What is Self Service Tech?

- They represent an **alternative way** of service delivery using **innovative technologies** for **complementing** or even **replacing** personal services

# Advantages of Self Service

## For customers

- Ability to access and control information potentially 24x7
- Empowers to do things on their own

## For Companies

- Improving services
- Reducing costs
- Freeing staff from low value to high value activities

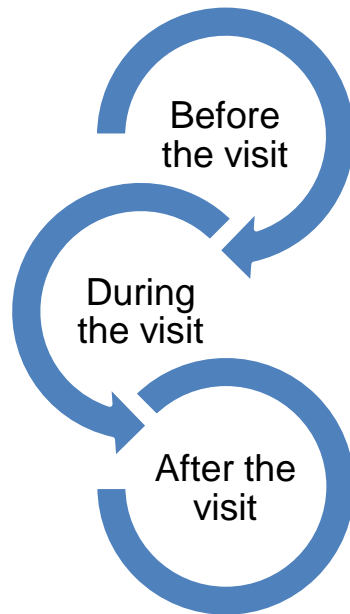
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## Enhancing the Customer Journey using Self Service tech

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# Customer experience

*Enable Self Service opportunities at all stages of the customer journey and experience*



mobile app



Slot based Booking



Online purchase / party booking

Smart Campaigns

Waivers



Self service Kiosk – Games, Food



mobile app



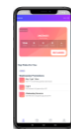
Food, Games & attractions



Push notifications via mobile app, SMS, WhatsApp



Redemption of wins



mobile app



Push notifications via mobile app, SMS, WhatsApp



Smart Campaigns



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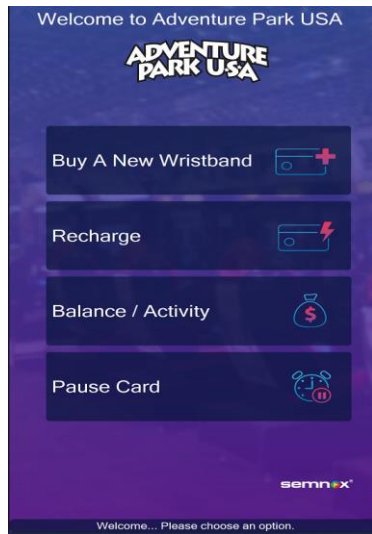
## Self Service tech examples

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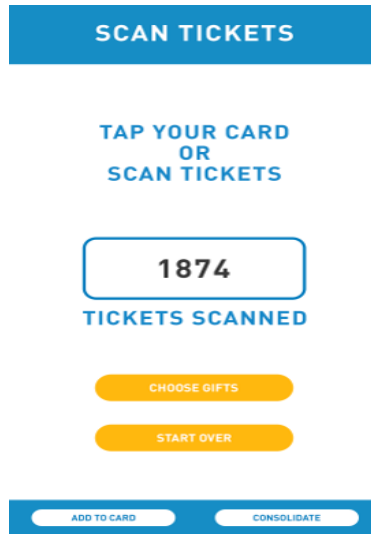
# Examples - Kiosk transactions



RFID Cards



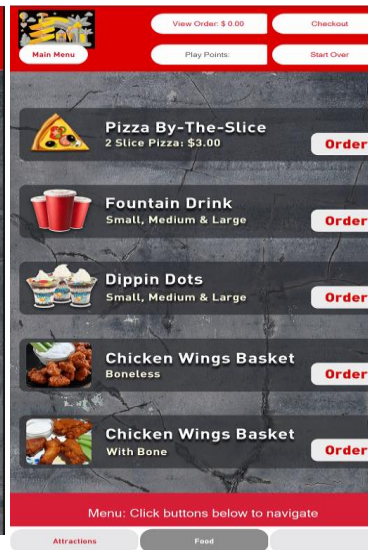
RFID Wristbands



Merch Redemption



Attractions



Food & Beverage

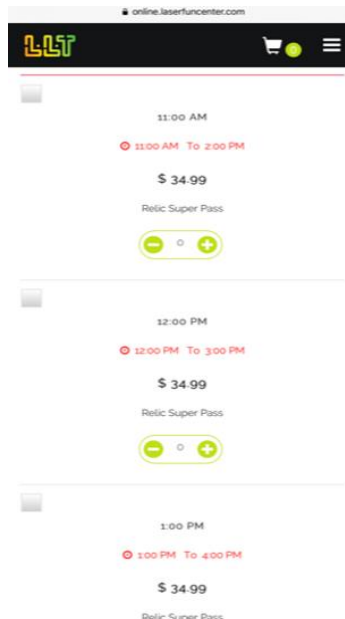
# Example - Online transactions



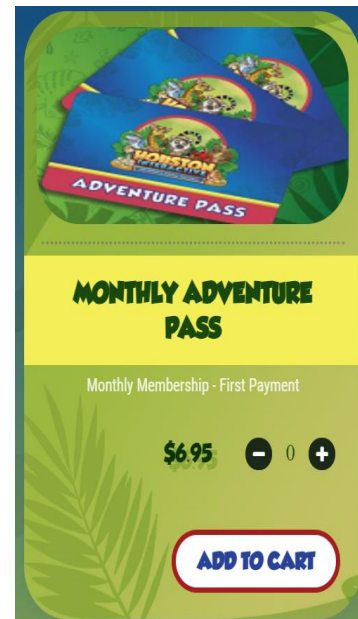
Party Booking



Admissions

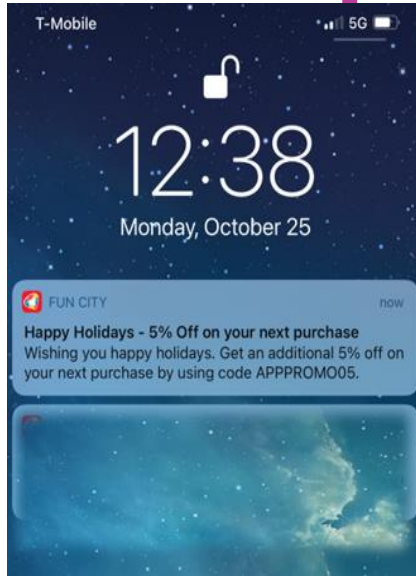


Timed attraction booking

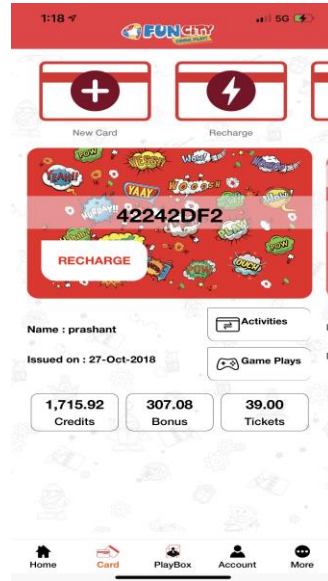


Reoccurring payments

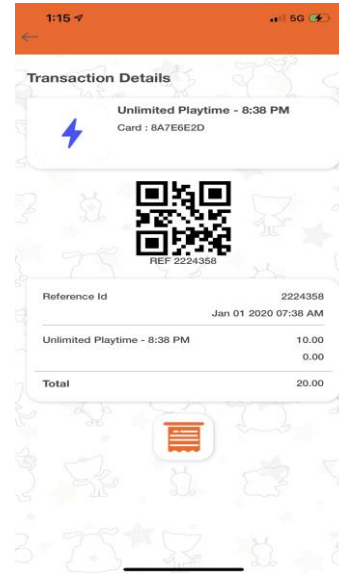
# Example - Mobile transactions



Push Notifications



Purchase & Top up



Redeem online purchase  
at Kiosk or POS



Virtual arcade

# Example - Waivers



At POS, Cashier assisted



Self Service Kiosk



iOS and Android tablets

### Sign Waivers

Enter either the Reservation Code or Transaction OTP, if you have, OR select the waiver you want to sign to proceed

OR

OR

Waivers

Choose

HIA\_Waiver ☒

Online

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## Case Study

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# GameTime technology evolution

## - Experience driven -

- Game Play
- Point of sale
- Online functions
- In venue Self-Service
- Guest device functions
- Real-time management



# Game Play

- Enable play
- Electronic rewards
- Guest communication
- Offer coordination
- Big data driven investments



# Point of sale

- Intuitive interface
- Promise controls
- Accuracy counts
- Payment capture
- Single point team member interactions
- Real-time reporting

# Online functions

- Monetization
  - Event booking/management
  - Attraction booking
  - Product purchasing and gifting
- Functions
  - Balances
    - Loyalty
    - Credits
    - Time
    - E-Tickets
  - Redemption
    - In-house product
    - Ecommerce integrations

# In venue self-service

- Full-service kiosk
  - Game card sales
  - Historical reporting
  - Attraction booking
  - F&B order taking
  - Employment applications
- Redemption Kiosk
  - Shop and save items guiding greater game play
  - Redeem at guest's pace

# Guest Device Functions

- F&B live time availability and ordering
- Game card history and reloading
- Attraction booking
- Wait list
- Event management

# Real-time Management

Today

- Tableau Application reporting

Tomorrow

- Analytical machine decision making

# Thank You!

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