



An enhanced eftpos, loyalty and promotions management program that includes retail partnerships to maximise value for you and your members



GSL - The card program that does more

- Improve acquisition and retention with flexible promotions
- Enhanced member experience and engagement designed to increase revenue
- Promotional activities and user-friendly applications reduce marketing administration
- Clear and transparent user data allows you to optimise promotional planning to maximise effectiveness and return on investment
- Local and national retail partnerships drive loyalty revenue and add value for members
- Card lifecycle marketing investment and support promotes the loyalty program and improves communication with members



MEMBERSHIP



LOYALTY



EFTPOS

Members still enjoy an easy to use membership card; now it's jam packed with extra features!



GSL Essentials features

Issue members a separate standalone prepaid card, or combine features into an all in one membership, loyalty and eftpos card

A flexible in venue promotions management engine allowing for real time load of loyalty points and value to the eftpos prepaid card

Provides members the ability to convert loyalty points to their eftpos card allowing members to decide how to reward themselves

Member flexibility to load the eftpos prepaid card with value via BPAY and bank transfer capabilities

Members can use their eftpos card at over 350,000 eftpos merchant locations across Australia

Data analytics on points conversion and promotional spend increasing effectiveness of loyalty program based on behavioural data

Provides a web-based admin application for in venue customer support



GSL Plus - Enjoy all the GSL Essentials features and

Retail Partner Engagement

- Next Payments will acquire and manage retail partnerships both locally and nationally
- Increase reach of member loyalty interactions outside of your venue, targeted to demographics of the venue
- Loyalty points funded by retail partners, driving 30% more points earn to active members

Program Marketing

- Next Payments works with your venue to drive success in the program via member engagement and education
- Co-development of tailored marketing plans based on card portfolio optimisation principles and the promotional lifecycle of a member
- Next Payments will co-invest in promotional activity and cardholder offers

Highlights

- Partnering with accredited domestic and international payments and financial service providers
- Current program managing 40,000 cardholders across 60 sites
- Ability to integrate with any gaming provider and work with cashless gaming solutions

Next Payments

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Next Payments' major
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