



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

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- 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

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

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

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

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

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

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

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



## GSL Plus - Enjoy all the GSL Essentials features and

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### 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

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### 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

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## 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**

1300 659 918

info@nextpayments.com.au



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4/148 Chesterville Road  
Cheltenham VIC 3192

Next Payments' major  
shareholder is Macquarie Group

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