



Bull'sEye: Increasing Odds, Boosting Profits

Bull'sEye by Victory uses secure, web-based technology to help casinos, racetracks and other gaming industry businesses reach their target audiences—through automated and live messaging—driving traffic to a desired location or website, increasing customer loyalty, and boosting profits.

Bull'sEye's advanced platform offers powerful, Instant Response Technology (IRT) that allows our clients to completely manage and implement their own promotional, marketing or guest service programs, with the added advantage of real-time reporting. Our clients use Bull'sEye to instantly connect with their guests, delivering targeted, time-sensitive messages that not only prompt a response, but also reinforce the ongoing business relationship.

Bull'sEye is a powerful, user-friendly service that has unlimited potential. Here are just a few of Bull'sEye's gaming industry applications:

- **Players' Club Contact.** Keep in regular contact with your loyal guests and offer them special incentives as your elite clientele. While you have your guest on the phone line, Bull'sEye gives you the opportunity to capitalize on that contact. With the power of Instant Response Technology, customers can simply press a button to make a reservation or speak to a customer service associate.
- **Special-Event Marketing.** Bull'sEye allows you to quickly and efficiently connect with your customers to invite or remind them of an upcoming event. Our convenient service, allows your clients to make reservations, order tickets, or register for events, on the spot.
- **Betting Tips.** From the Super Bowl to the Final Four, your clients want to know the latest line and statistics on the big games. Bull'sEye connects your clients with up-to-the minute stats and information, and even allows them to place bets electronically.
- **Customer Follow-Up.** Don't let your guests get more than a few steps away before you jump at the opportunity to thank them for their business and invite them back. Bull'sEye can instantly send your message, along with any promotional perks, enticing your guests to return for another visit.

*Customer loyalty. In the gaming industry, loyalty is key to any facility's success. **Imagine sending a phone message, to your elite players' club members to advise them of an upcoming tournament. Now imagine that each guest can simply touch a button and be connected with your front desk to make his or her reservation**—that's the difference with Bull'sEye. Our IRT service not only lets you connect with your customers; it helps you earn their continued business.*

Take your game to the next level.

Trust your guest relations to advanced Bull'sEye technology. Contact Bull'sEye today – **and see where it takes you.**

Victory Communications

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