

Membership loyalty a big winner for Hervey Bay RSL

With 15,000 members to look after, the Hervey Bay RSL and Services Memorial Club wasn't about to gamble on suppliers when introducing a new member loyalty card system.

The Hervey Bay RSL and Services Memorial Club is a 15,000 member-strong club with around 110 staff, providing gaming, dining, bar, and bottle shop facilities.

Members are required to present the ID card each time they enter the premises, and can use this ID card extensively in other facilities throughout the club.

Realising that they needed a membership card that was both durable and versatile the club investigated plastic cards and turned to PPC for assistance.

The club uses two of PPC's Performance series card printers the P310 and P320i machines to print member cards which contain the club's name and details, the member's name and membership number, with member details stored on the magnetic strip on the back of the card.

Prior to using these cards, the club issued badges that had hand-written membership numbers on them.

The cards that are produced by PPC's Zebra P310 and P320i have proven to be more professional looking, more durable, and have the added benefit of being able to store data.

The members' cards are used not only to validate a patron's identity and membership, but also to collect rewards points. Members can swipe their cards in the bottle shop, catering, or reception to accumulate points for prizes.

They can also use it on the pokie machines to automatically accumulate reward points for cash or prizes.

"We would not be able to run the rewards programs or other member incentive programs without these cards – it would be impossible.



"These programs are important components to building club loyalty, and without it, club income could be affected", said Reception Supervisor, Jason McHugh.

"Being able to use PPC's printers on site has enabled the club to cope with a huge increase in members. We are experiencing continued growth, with about 50 people joining each week.

"New members want to take advantage of their membership as soon as they join, so it is imperative that membership cards can be printed immediately.

"It is also important for the club to be able to replace lost cards quickly; otherwise members may miss out on collecting rewards points".

The PPC P310 and P320i also print the ID cards for staff working in the Gaming Lounge where it is compulsory to have both their gaming licence and ID visible at all times.

The magnetic strips on the ID cards hold information on the staff member's identity, which is recorded when the member of staff inserts the cards into pokie machines to deliver a large pay-out.

By recording both their details and the pay-out amount on a central system, management can follow pay-outs, see who is accessing the machines, and trace any balance discrepancies at the end of the evening.

As a PPC customer, The Hervey Bay RSL has access to sales support, software updates, supplies and accessories and support from three technicians.

PPC is the leading provider of plastic card printers and issuance systems in Australia. Clients include major corporations, government, health and educational institutions and large and small licensed clubs.

