Detailed User Guide

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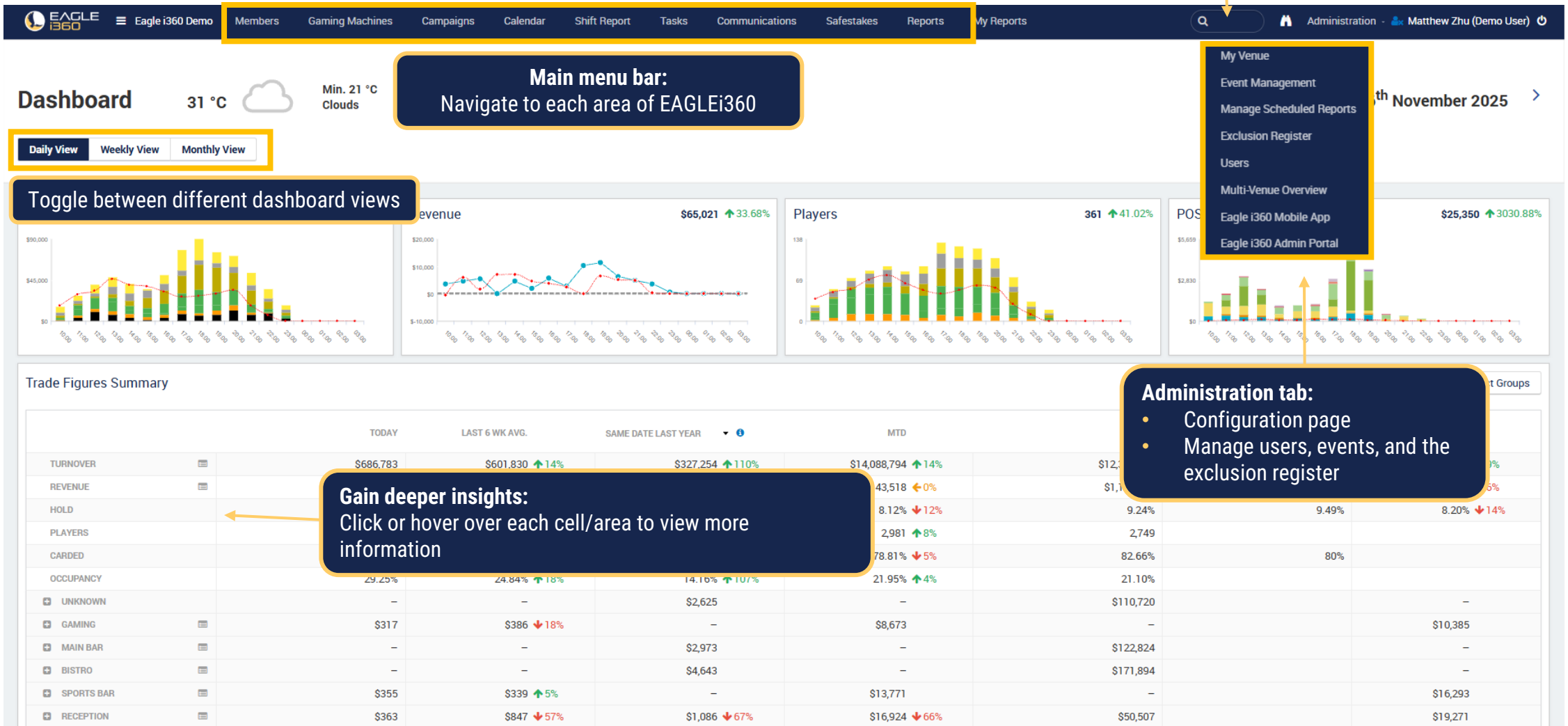
Acronym Table

PLU	Price look-up code
POS	Point of Sale
MTGM	Multi-terminal gaming machine
ADR	Average daily revenue
ADT	Average daily turnover
ROI	Return on investment
DOW	Day of Week

Get Started

Navigating EAGLEi360

Search bar:
- Look up members by name, badge number or tier
- EGM lookup e.g. Find EGM #5

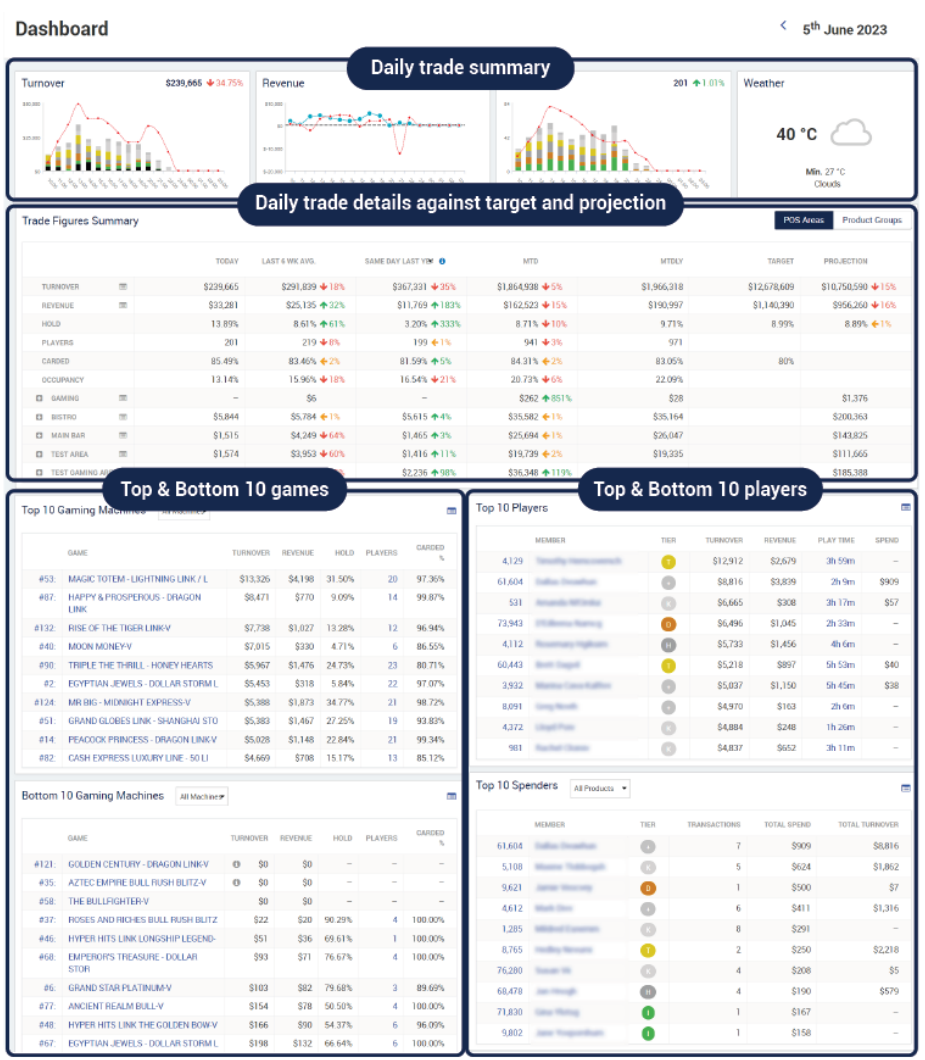


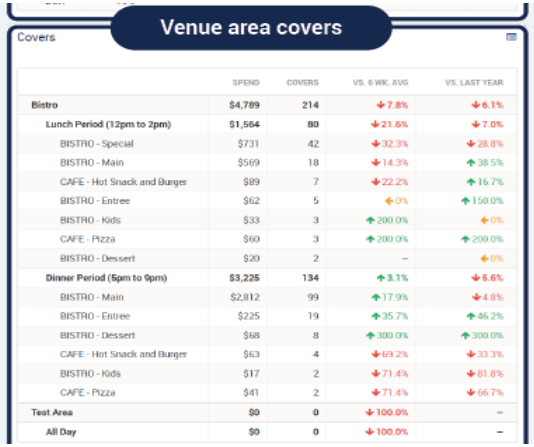
Main menu bar:
Navigate to each area of EAGLEi360

Administration tab:
- Configuration page
- Manage users, events, and the exclusion register

Gain deeper insights:
Click or hover over each cell/area to view more information

Dashboard Overview





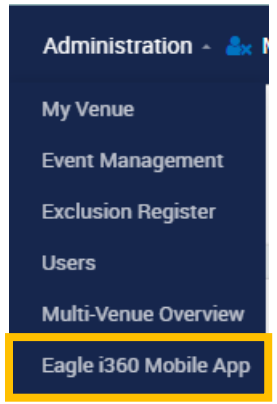
Using EAGLEi360 on Your Mobile device

1. Scan the QR code to download the EAGLEi360 mobile app

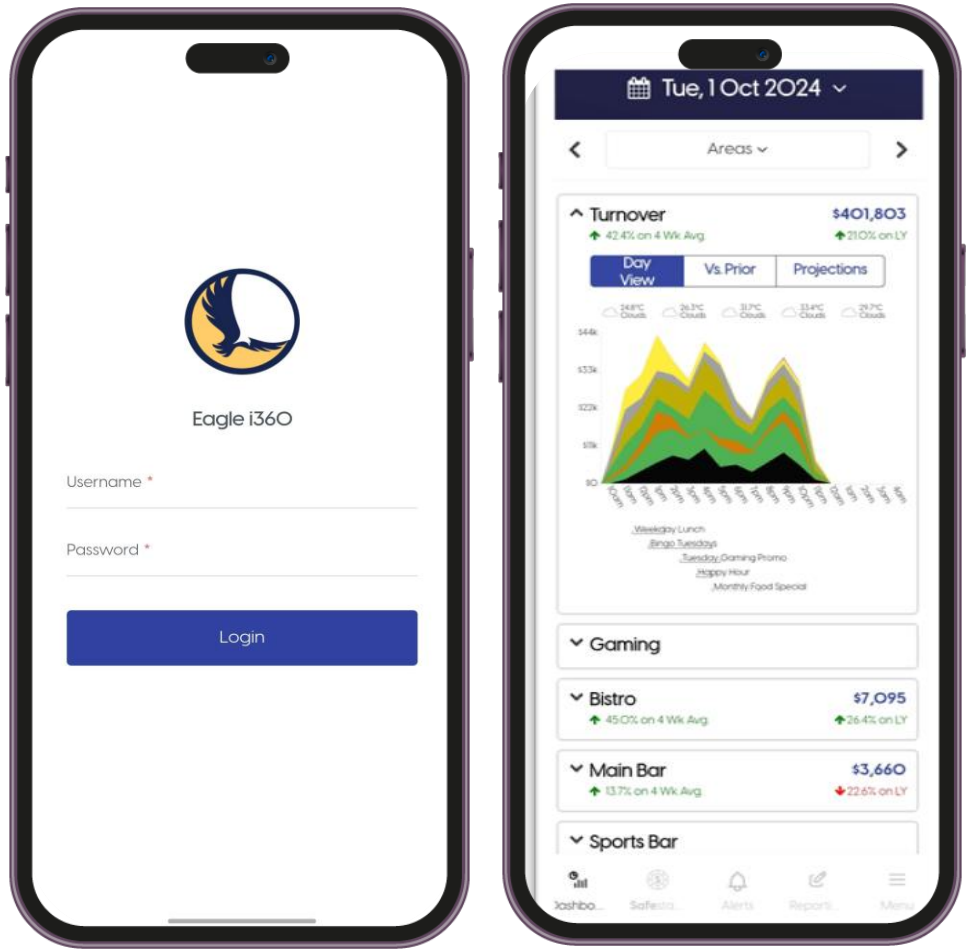
Scan here for iPhone

Scan here for Android

2. If you need more instructions, go to the Administration tab, then your EAGLEi360 mobile app on your monitor device

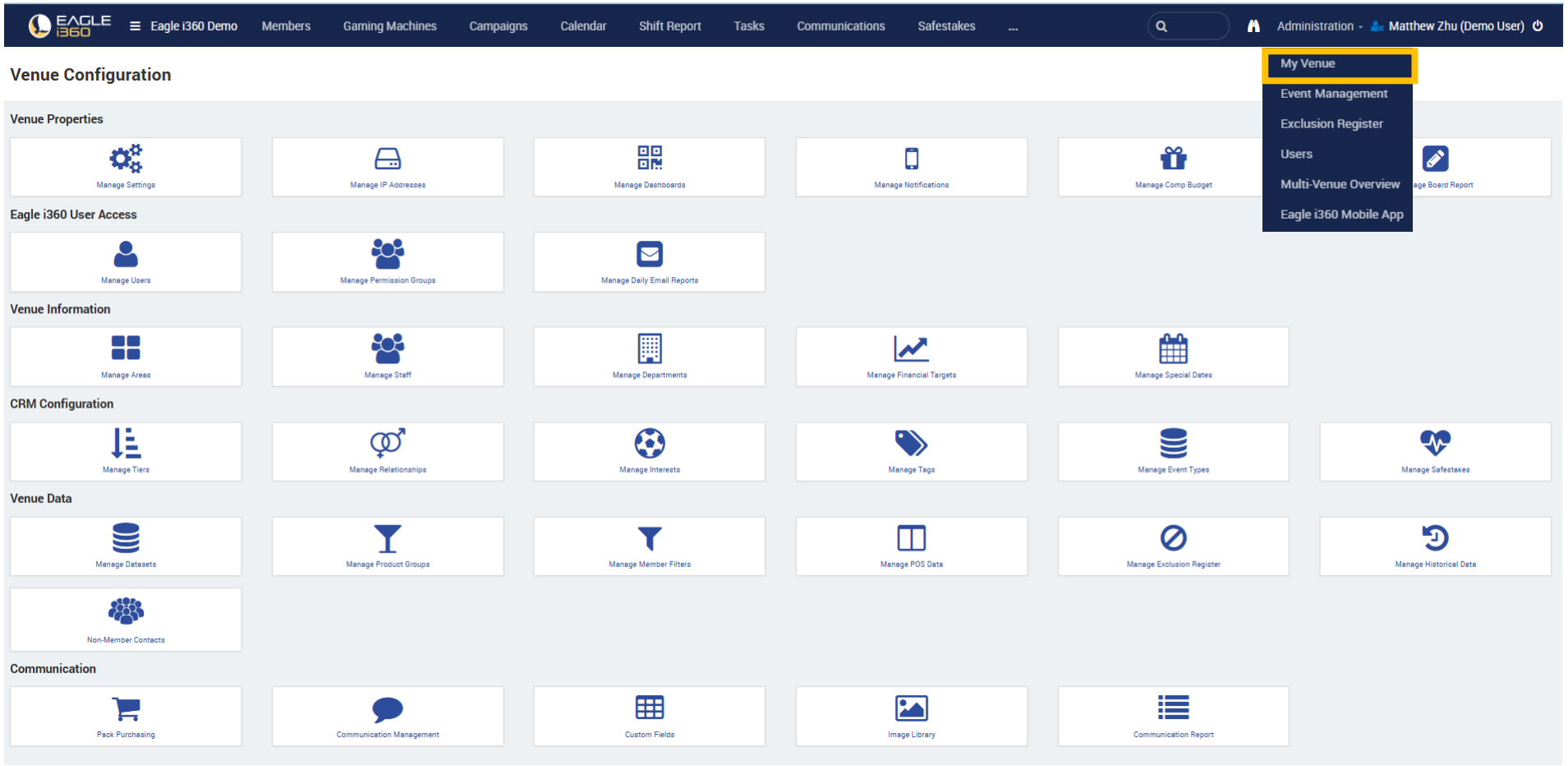


3. Once the EAGLEi30 mobile app is downloaded, log in with your confidential username and password



Venue Management

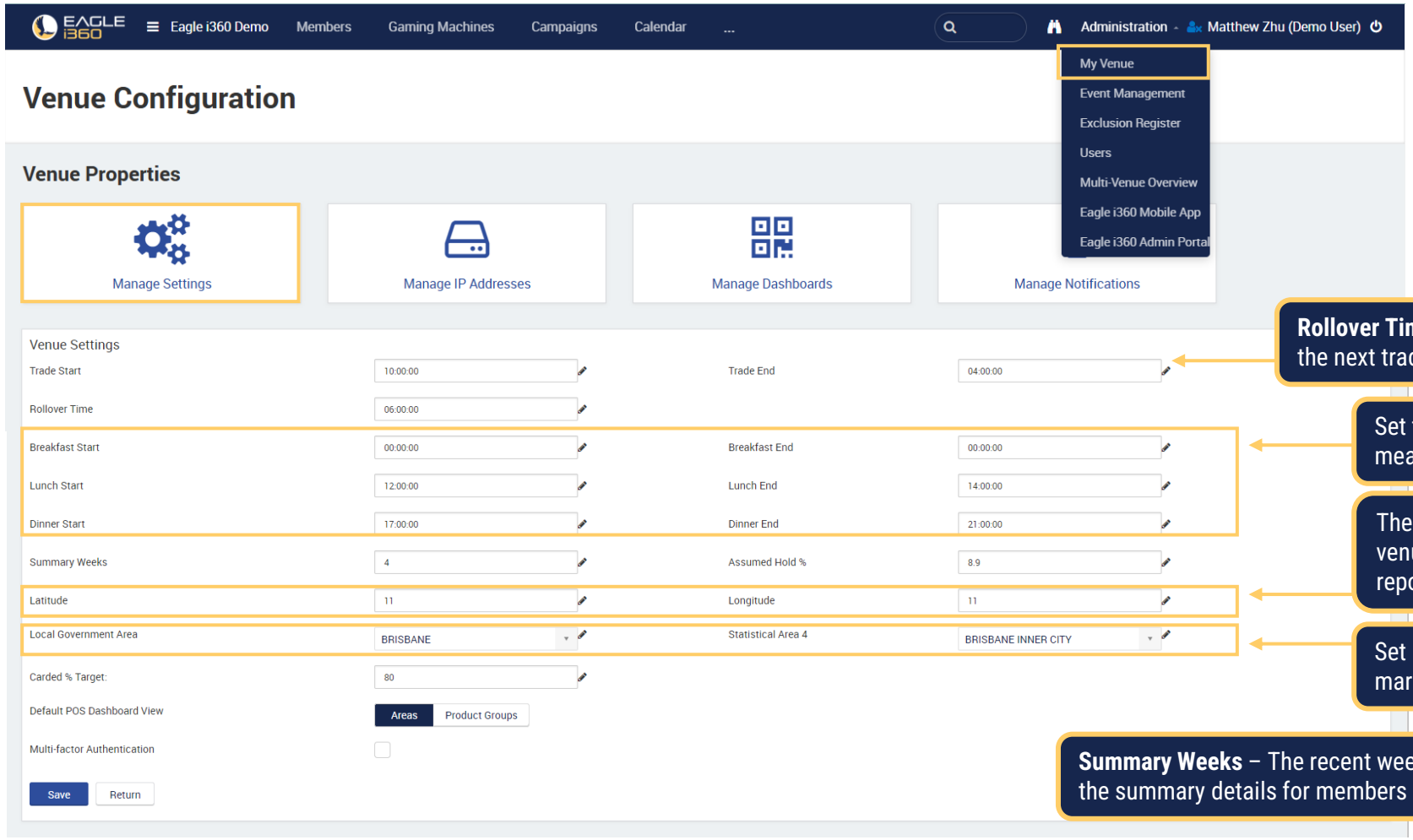
Configuring EAGLEi360 for Your Venue



To get started with EAGLEi360, it's important to configure your EAGLEi360 portal properly to align with your venue's needs. You can access the **Venue Configuration** section via the Administration tab to configure EAGLEi360 on your own or contact our support team at support@eaglei360.com.au for assistance

Manage Settings

Basic set-up for EAGLEi360 dashboard and reports



Rollover Time – Determines when the next trading day begins

Set time periods for when meals occur

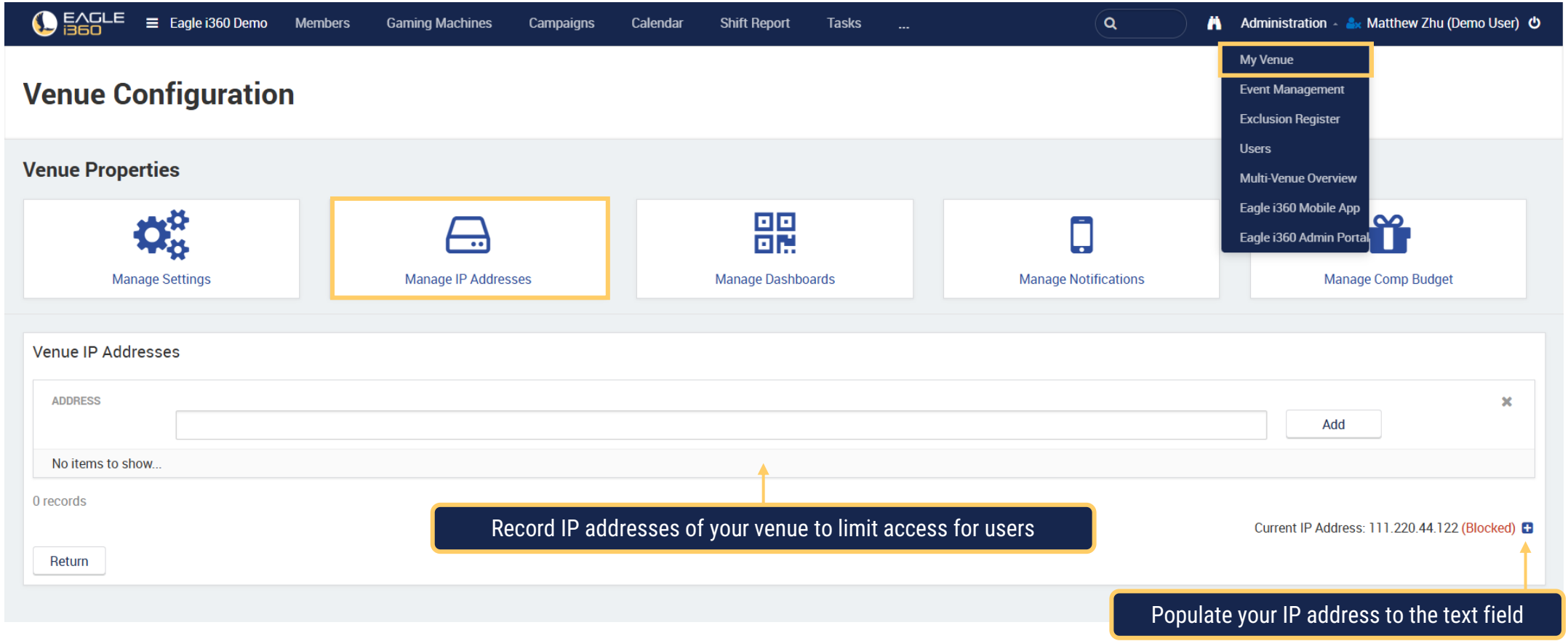
The coordinates of your venue for local weather report

Set LGA and SA4 data for market share reports

Summary Weeks – The recent weeks used to calculate the summary details for members and EGM

Manage IP Address

Off-site access restrictions by IP address

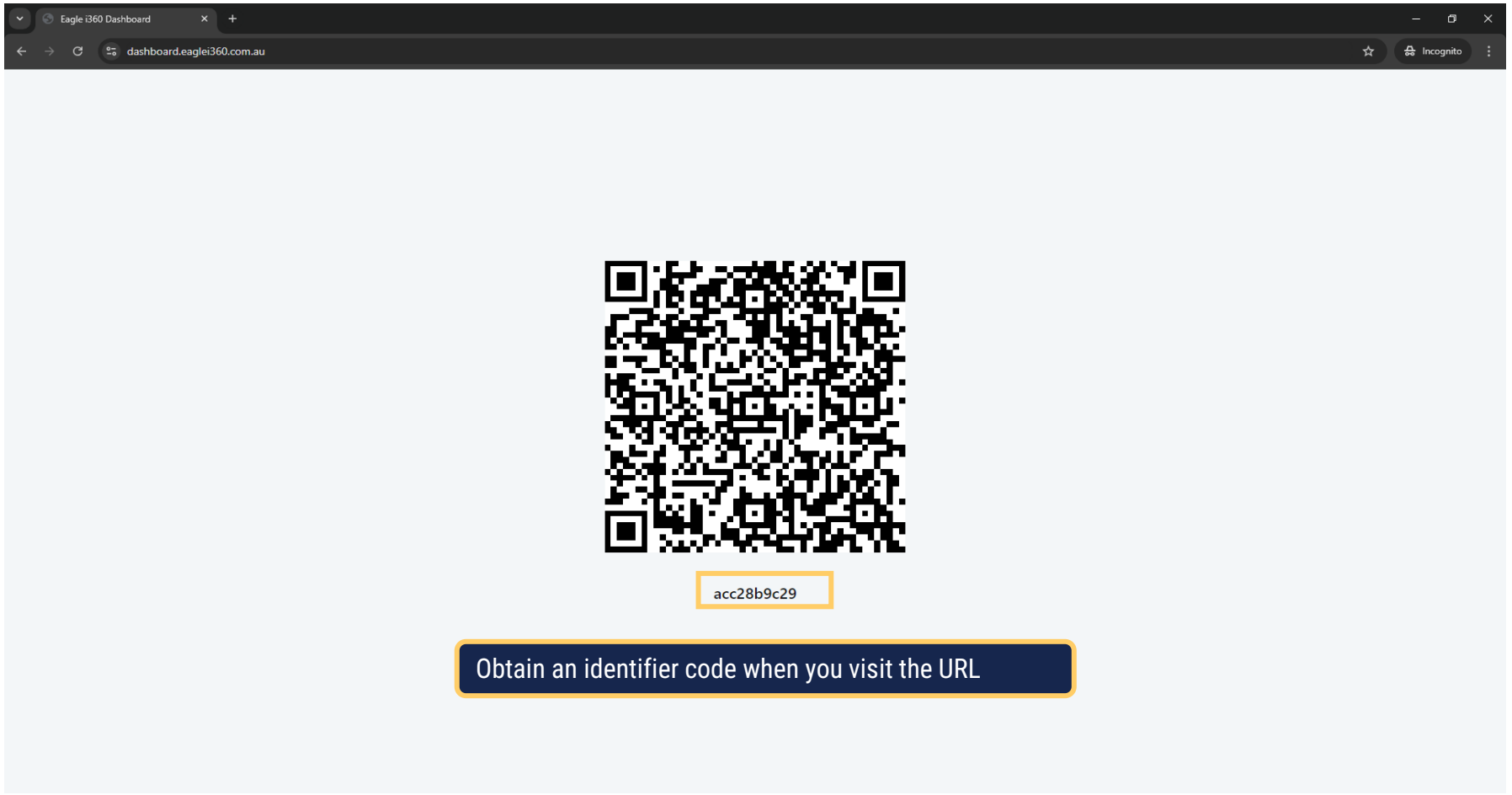


- The IP Address Management tool is a table of recorded IP addresses that belong to your venue
- User access can be limited to on-site use only. It is advised not to edit these fields without consulting your IT team or EAGLEi360 Support

Manage Dashboards

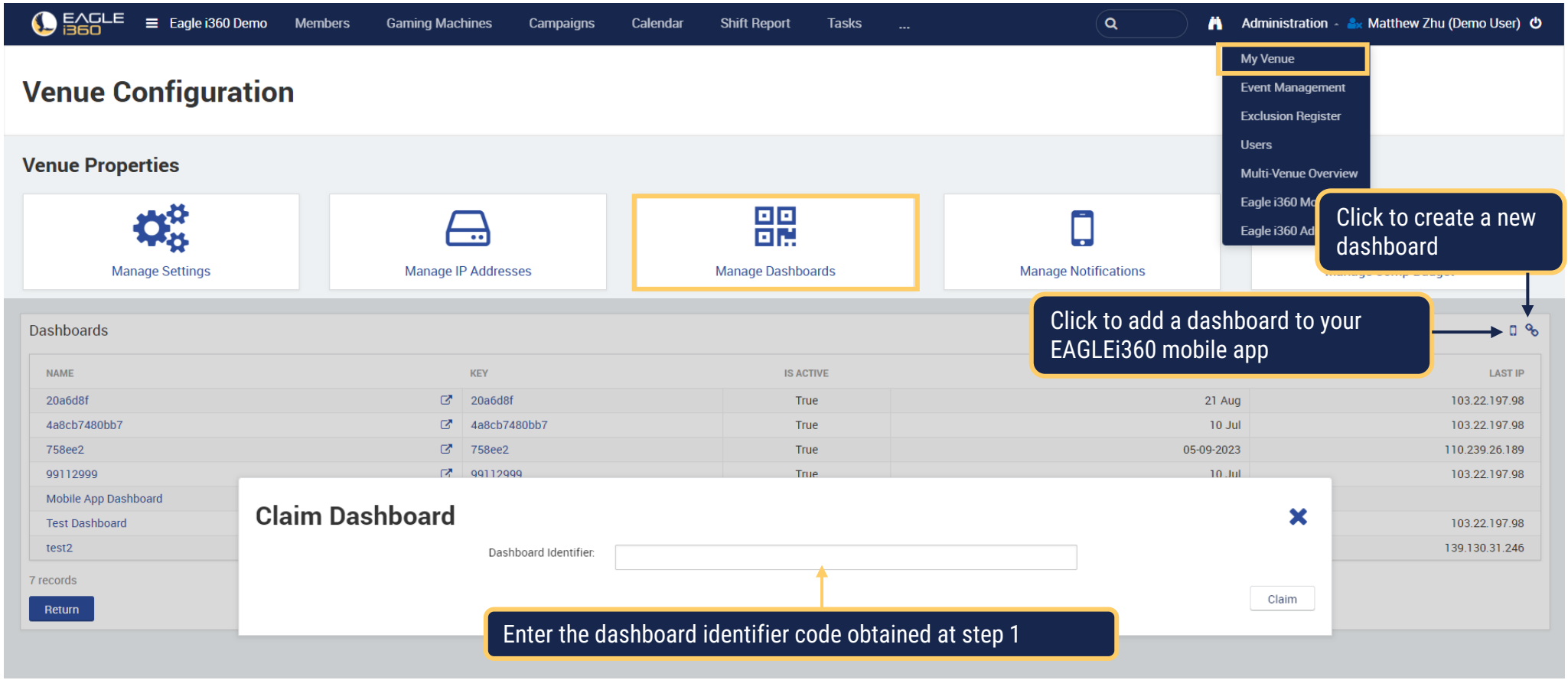
Customise your dashboards to present real-time venue data on smart TVs or PCs or the EAGLEi360 mobile app, giving your team a clear and instant overview of the venue's performance

Step 1: Open the browser on TV or PC and visit **https://dashboard.eaglei360.com.au/** to get a dashboard identifier code



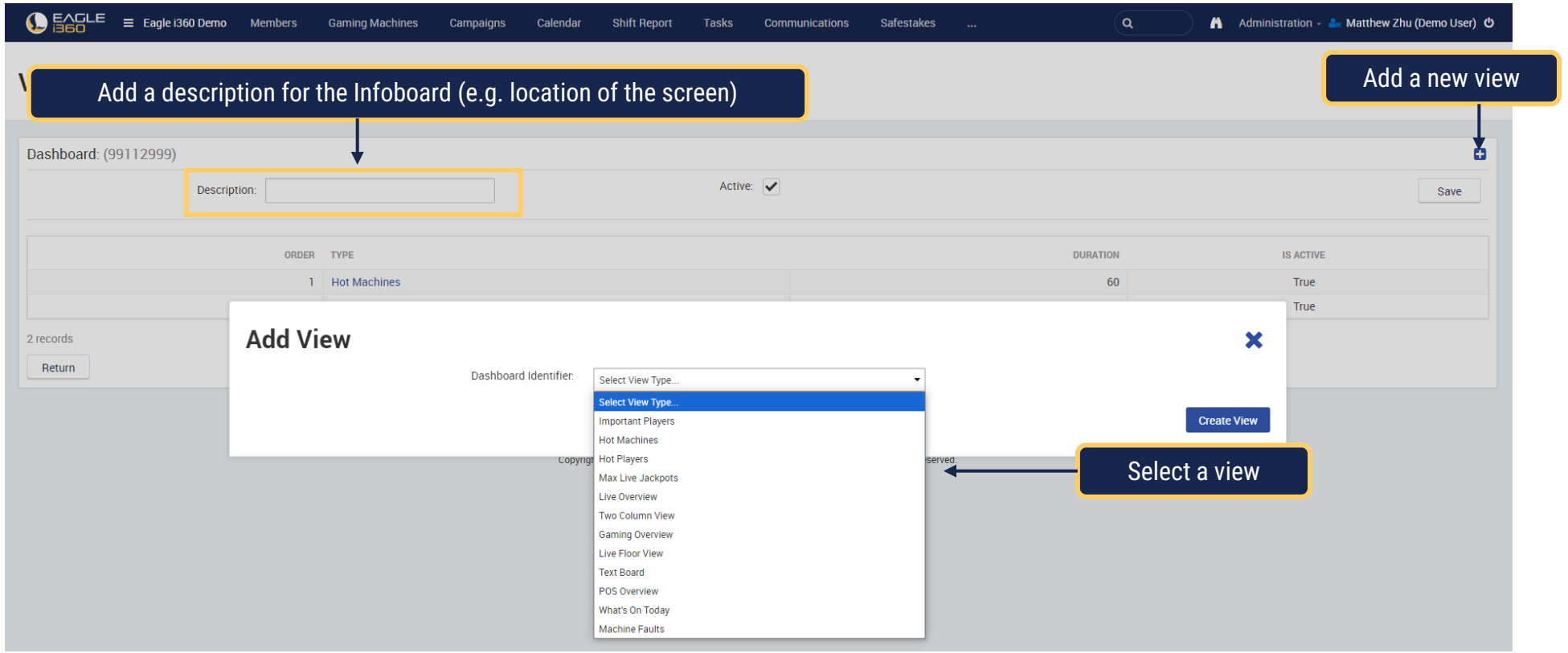
Manage Dashboards continued

Step 2: Create and claim an Infoboard



Manage Dashboards continued

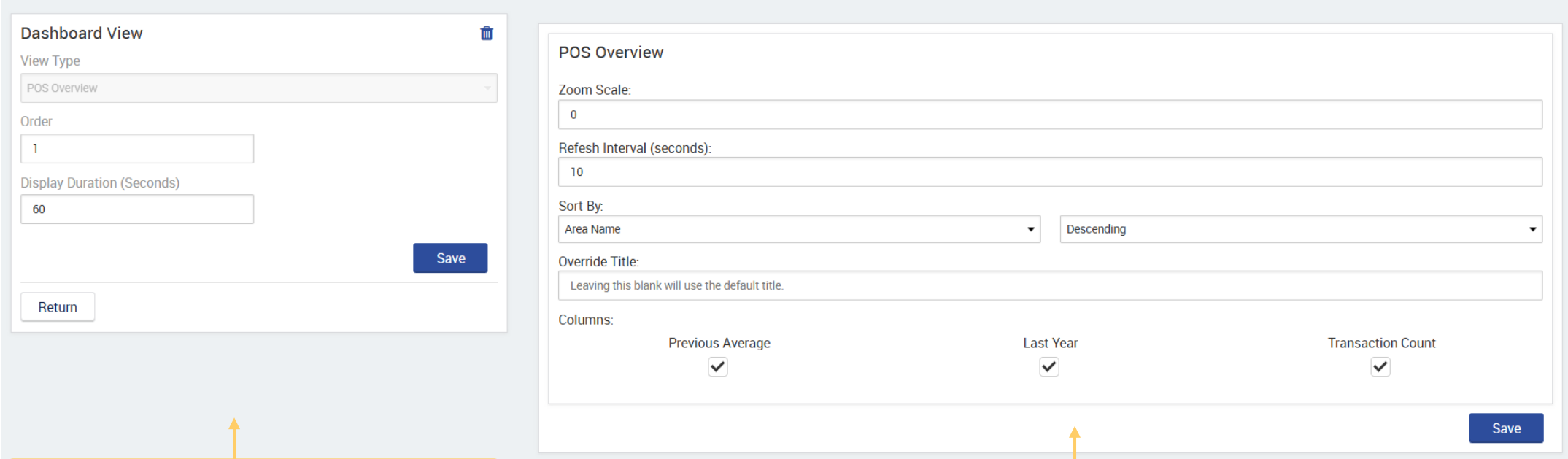
Step 3: Add views to the Infoboard



- Views showcase different aspects of venue data
- You can add multiple views to the dashboard, set them to rotate, or arrange them in a two-column layout for a more comprehensive display

Manage Dashboards continued

Step 4: Configure views



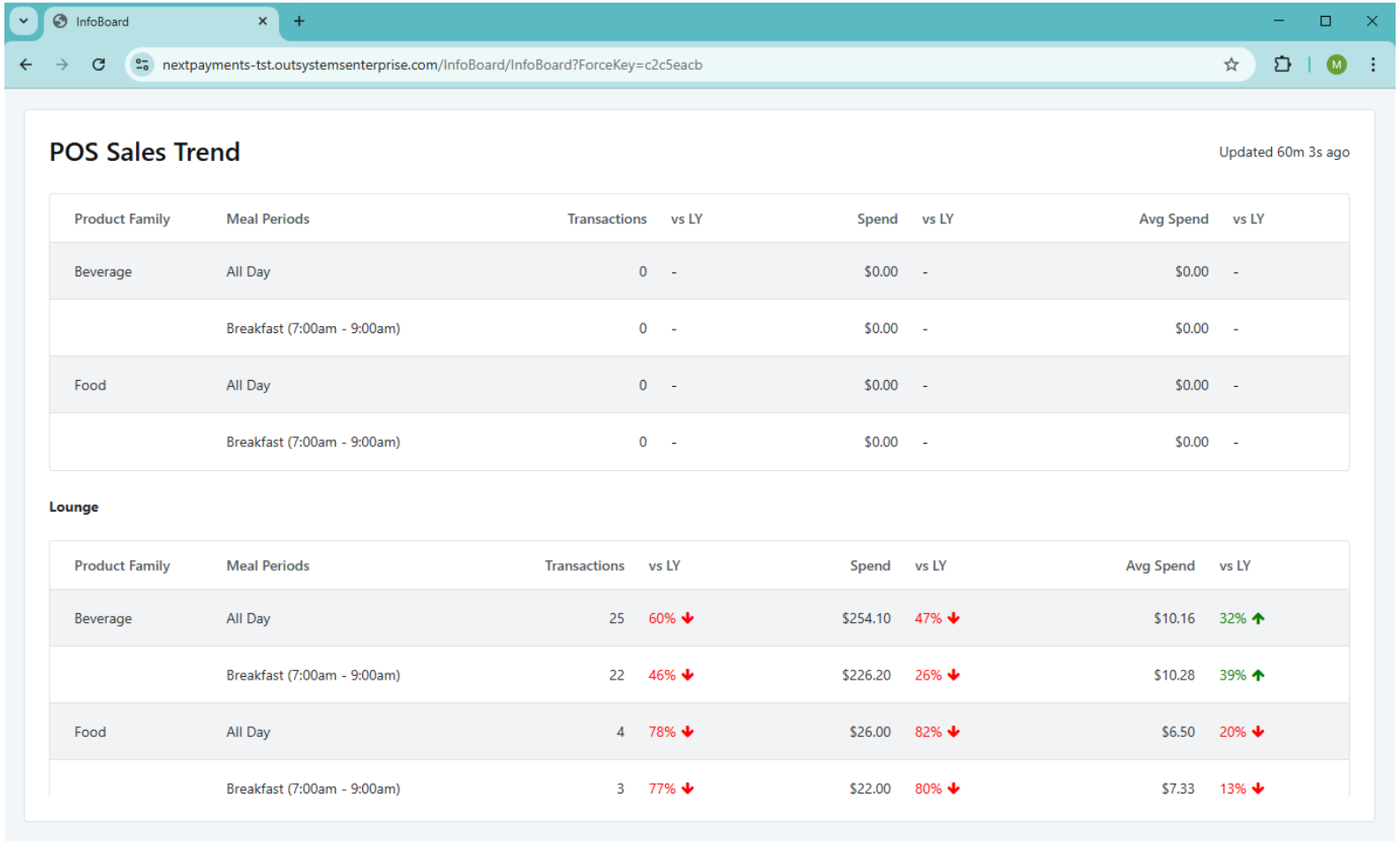
Change the order and display duration for the view

Configure your view from zoom scale, refresh interval time, and layouts for the view

*The detailed configurations for different views may vary**

Manage Dashboards continued

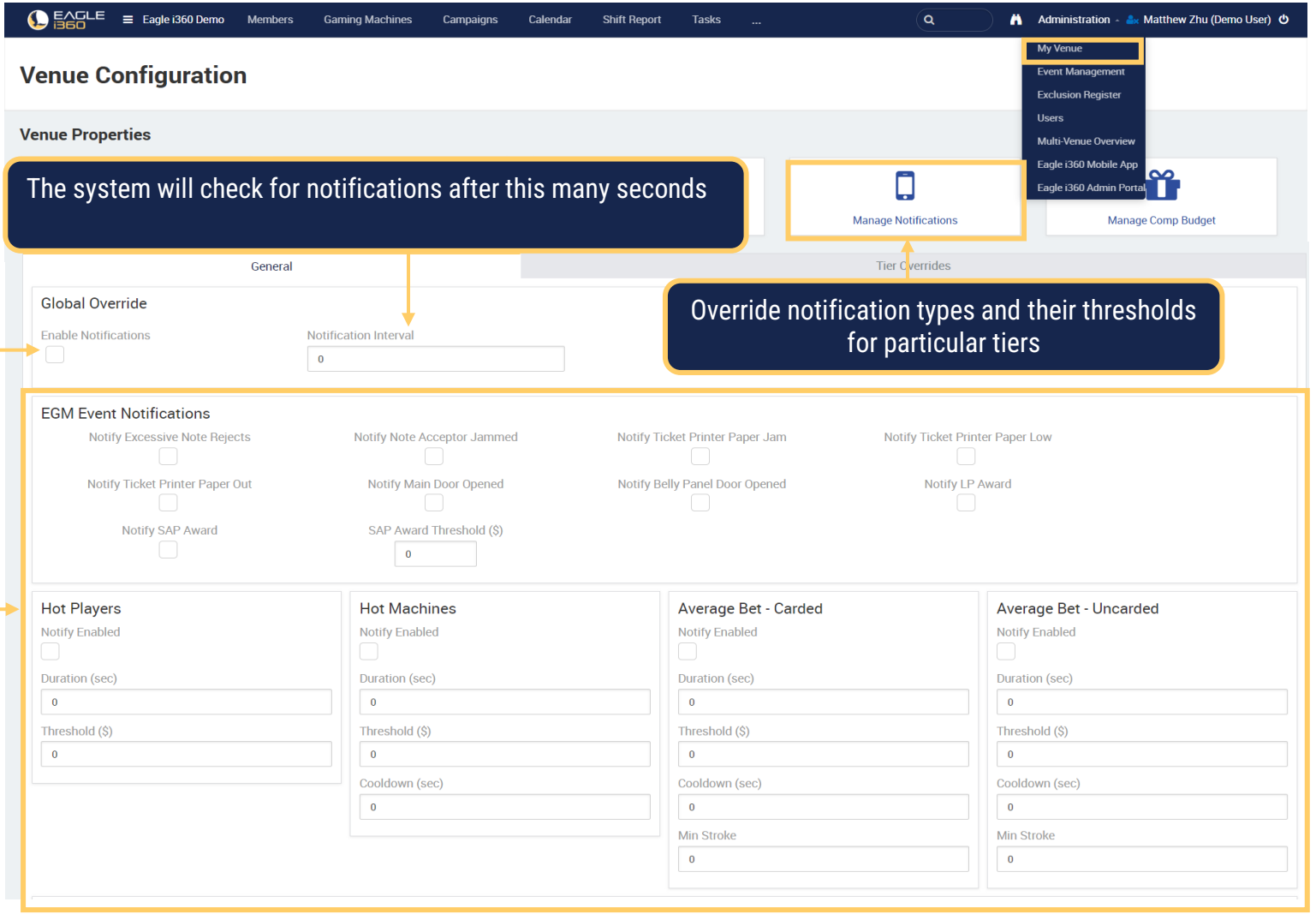
Step 5: View configured infoboard



If you turn off the TV or close the browser, you can revisit the configured Infoboard for this device by visiting **https://dashboard.eaglei360.com.au/**

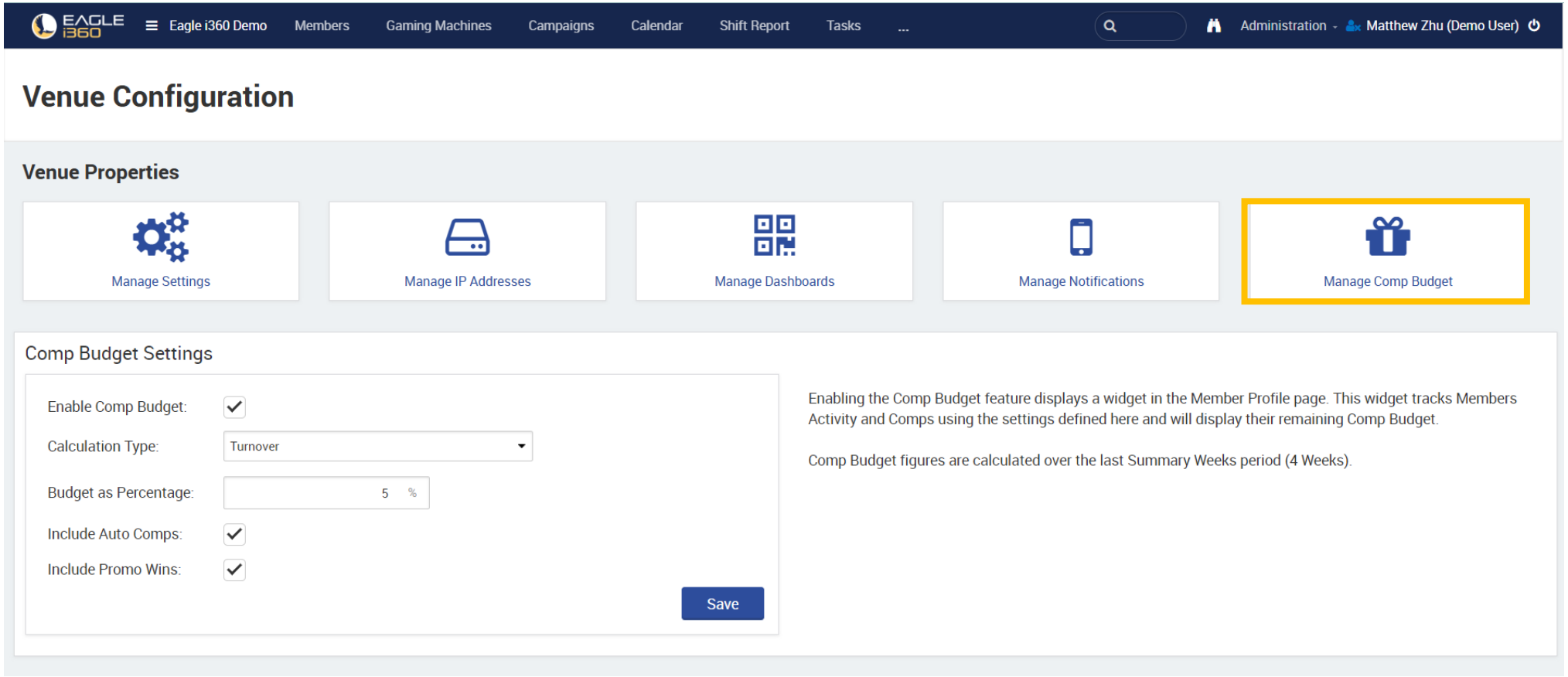
Manage Mobile App Notifications

Set up the types of notifications for the mobile app and specify how frequently they should be sent



Manage Comp (Complimentary) Budget

Set up and track the complimentary budget for members

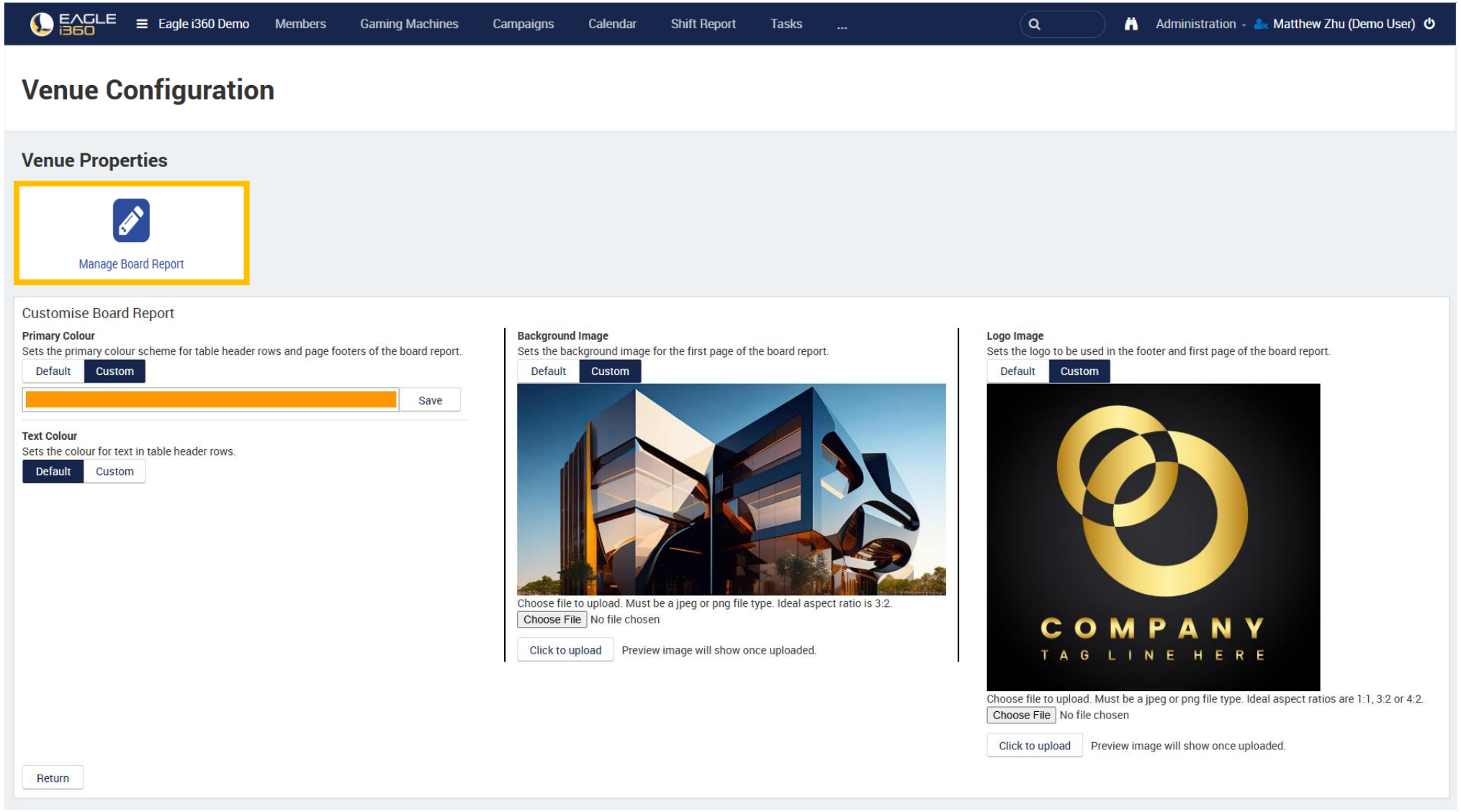


Enabling the **Comp Budget** feature adds a widget in the **Member Profile** page. This widget monitors member activity and complimentary based on the settings configured in this section, showing the member's remaining Comp Budget

The Comp Budget is calculated using data from the most recent **Summary Weeks** period

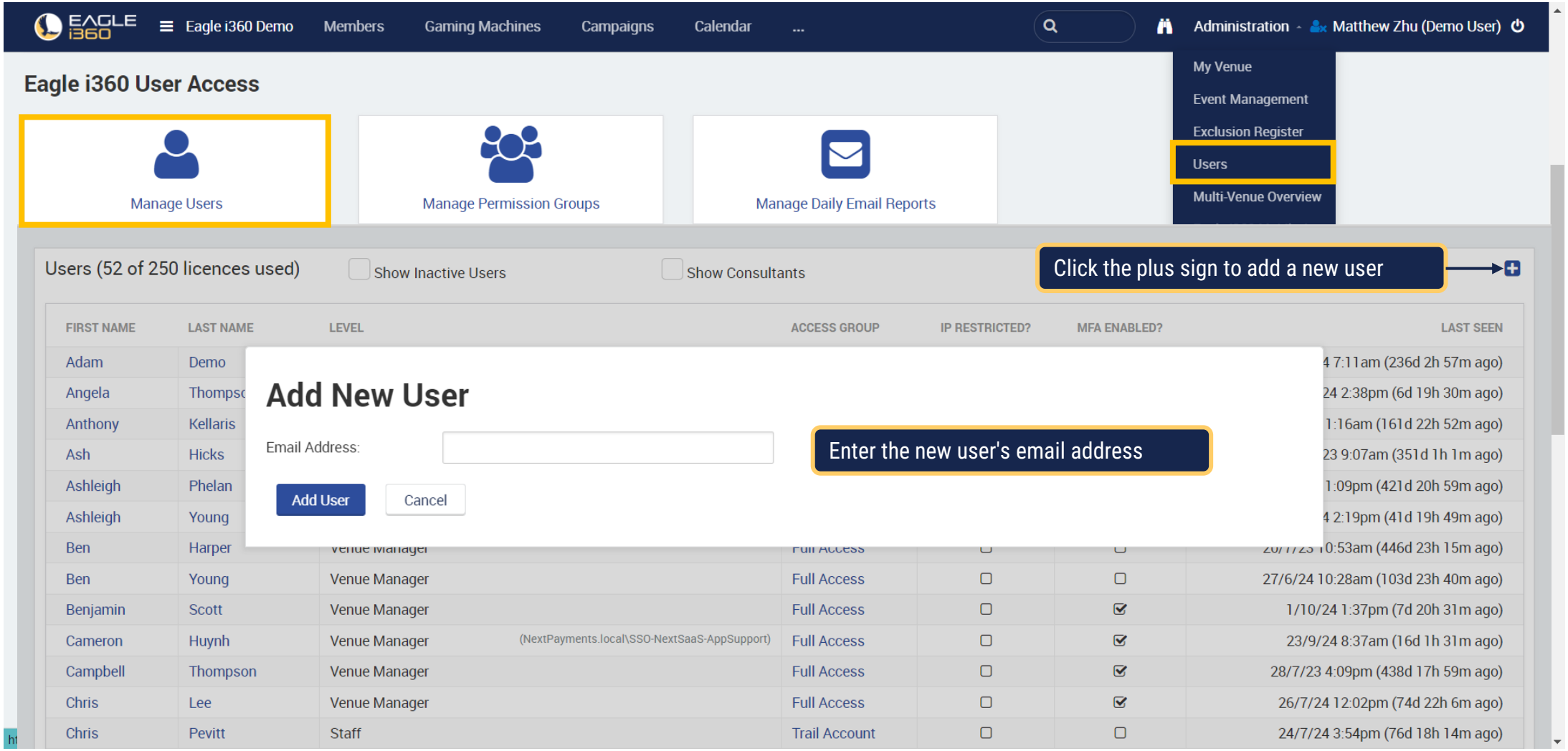
Manage Board Report

Customize the board report, including theme colour, text colour, background image, and logo.



Creating a New EAGLEi360 User

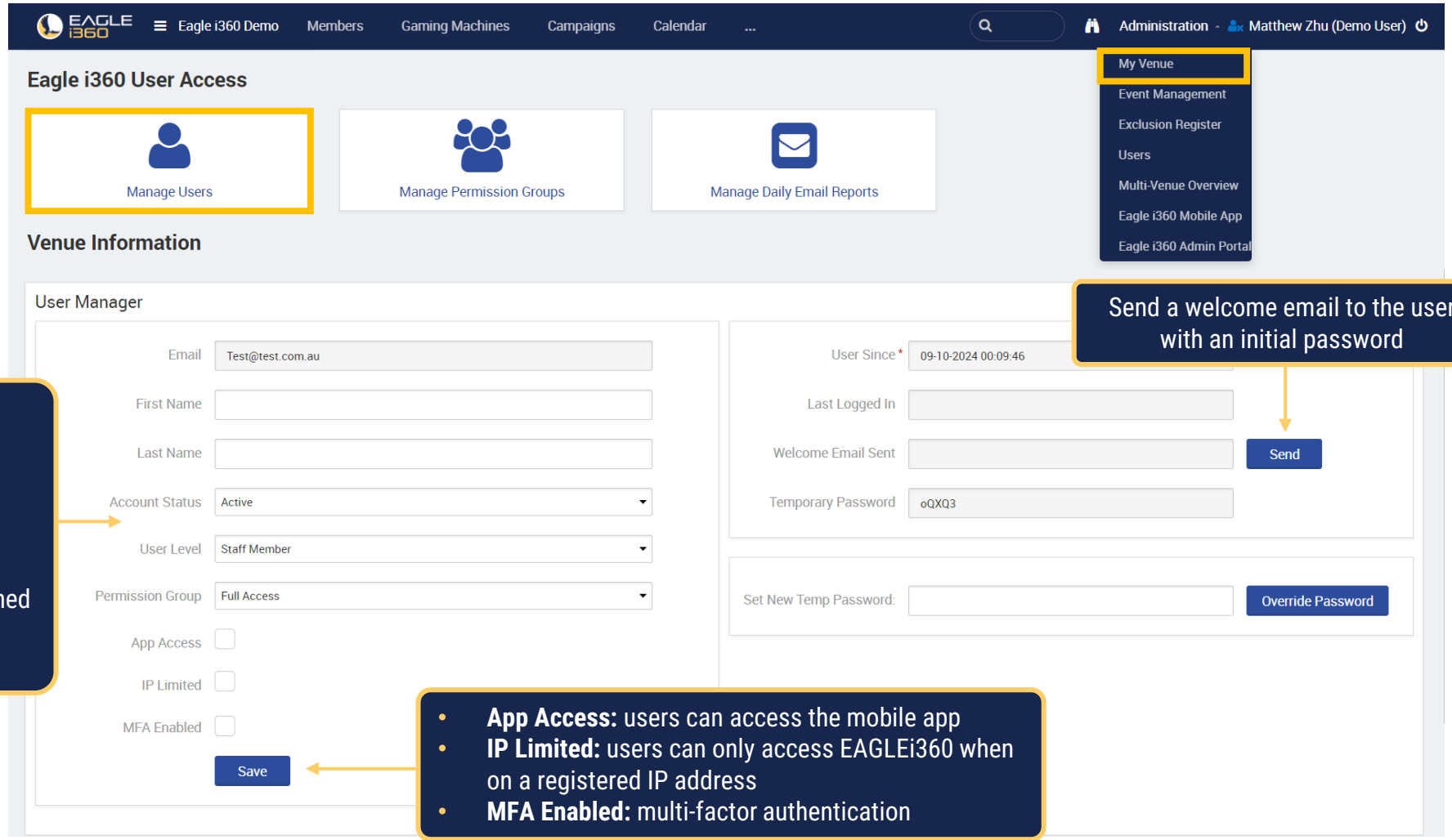
You can create an EAGLEi360 login for another user



FIRST NAME	LAST NAME	LEVEL		ACCESS GROUP	IP RESTRICTED?	MFA ENABLED?	LAST SEEN
Adam	Demo						4 7:11am (236d 2h 57m ago)
Angela	Thompsc						24 2:38pm (6d 19h 30m ago)
Anthony	Kellaris						1:16am (161d 22h 52m ago)
Ash	Hicks						23 9:07am (351d 1h 1m ago)
Ashleigh	Phelan						1:09pm (421d 20h 59m ago)
Ashleigh	Young						4 2:19pm (41d 19h 49m ago)
Ben	Harper	Venue Manager		Full Access	☐	☐	20/7/23 10:53am (446d 23h 15m ago)
Ben	Young	Venue Manager		Full Access	☐	☐	27/6/24 10:28am (103d 23h 40m ago)
Benjamin	Scott	Venue Manager		Full Access	☐	☑	1/10/24 1:37pm (7d 20h 31m ago)
Cameron	Huynh	Venue Manager	(NextPayments.local\SSO-NextSaaS-AppSupport)	Full Access	☐	☑	23/9/24 8:37am (16d 1h 31m ago)
Campbell	Thompson	Venue Manager		Full Access	☐	☑	28/7/23 4:09pm (438d 17h 59m ago)
Chris	Lee	Venue Manager		Full Access	☐	☑	26/7/24 12:02pm (74d 22h 6m ago)
Chris	Pevitt	Staff		Trail Account	☐	☐	24/7/24 3:54pm (76d 18h 14m ago)

Manage EAGLEi360 Users

Manage the user's permissions and reset the temporary password



User Level:

Venue Manager: full access to all features

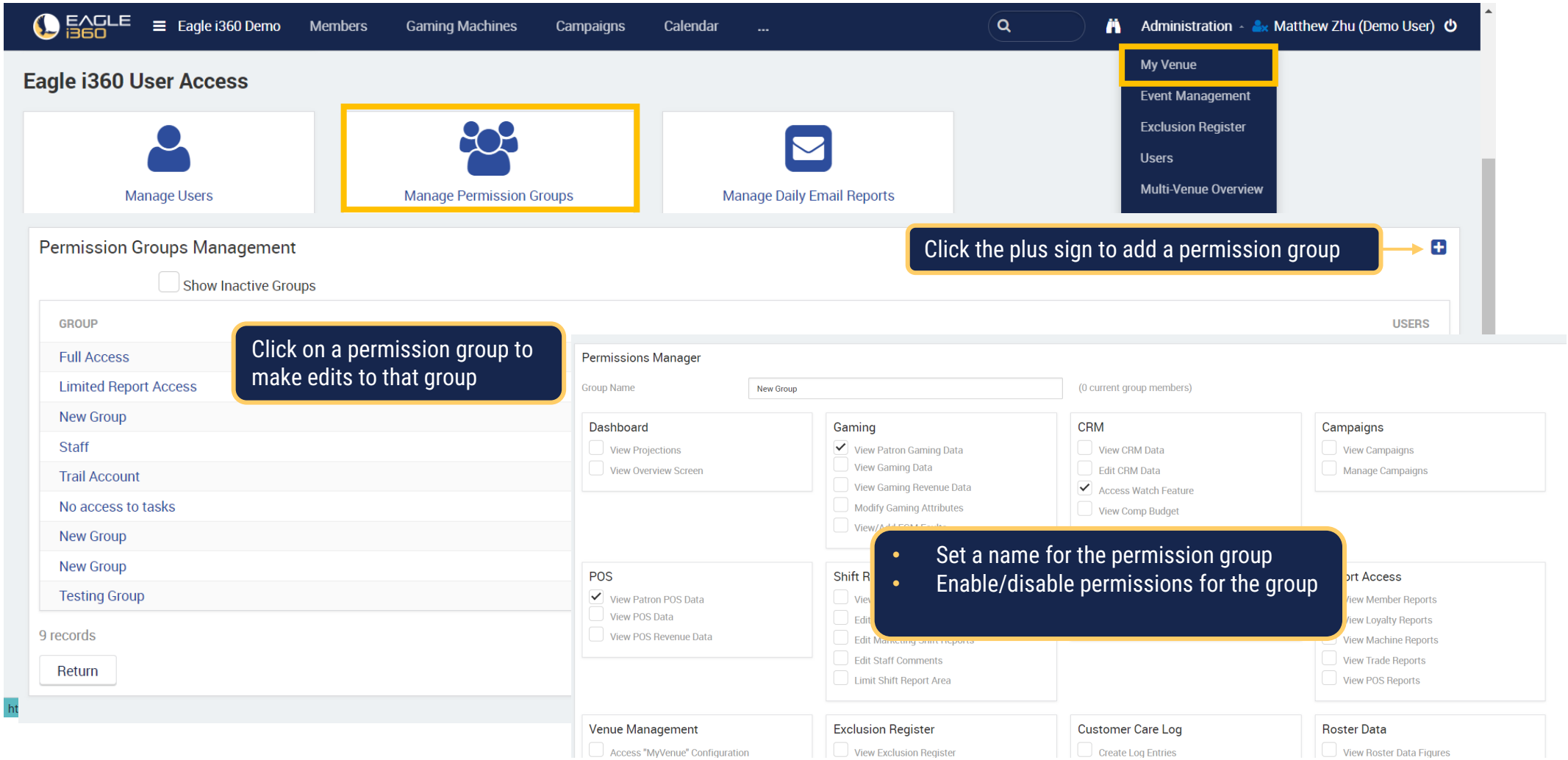
Staff Member: limited access based on assigned permission group

Send a welcome email to the user with an initial password

- **App Access:** users can access the mobile app
- **IP Limited:** users can only access EAGLEi360 when on a registered IP address
- **MFA Enabled:** multi-factor authentication

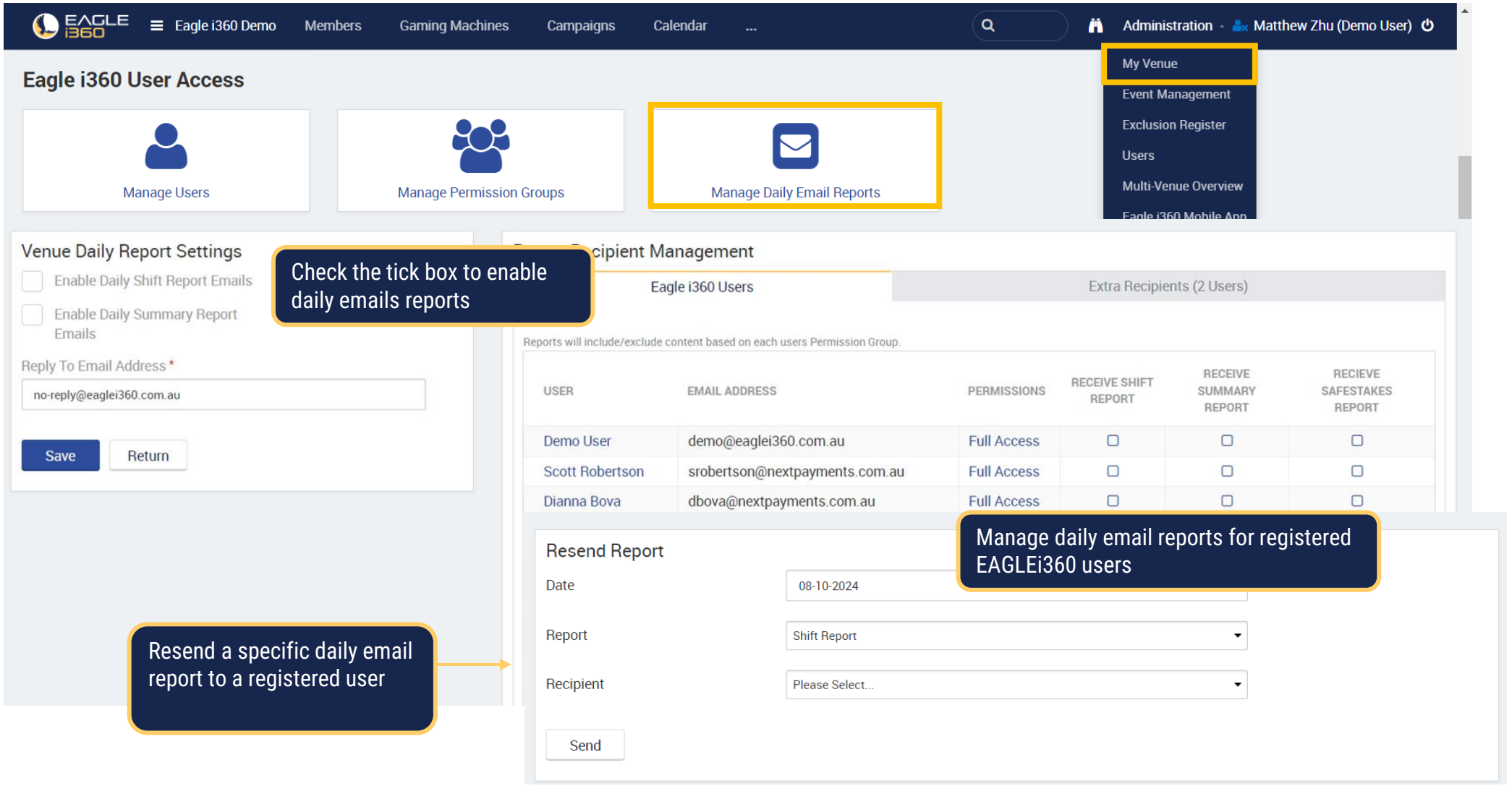
Manage User Group Permissions

Set up the accessibility of EAGLEi360 features for different permission groups



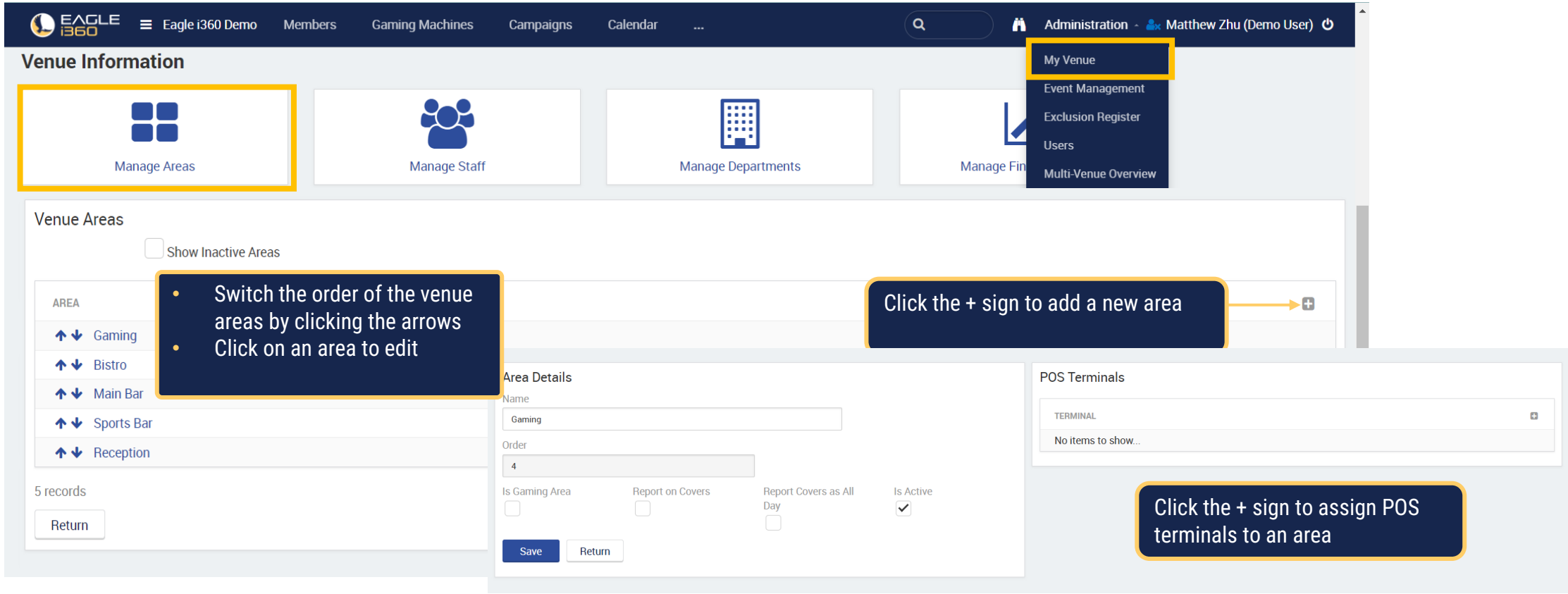
Manage Daily Email Reports

Set up daily email reports and specify the types of daily emails to be received



Manage Venue Areas

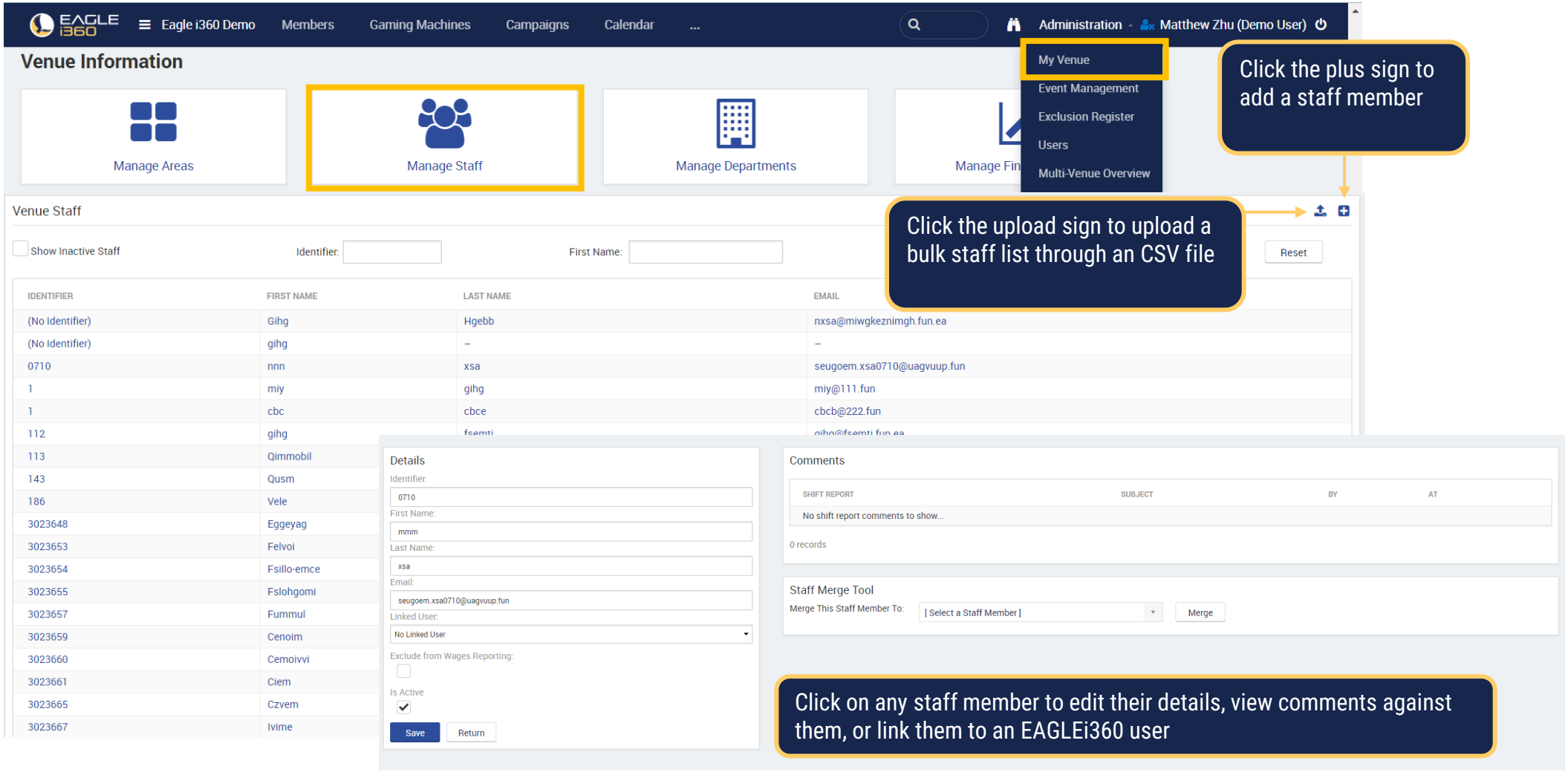
Organise areas according to the actual layout of your venue and connect POS terminals to calculate revenue



Is Gaming Area: Indicate the area is a gaming area and add EGM revenue to this area
Report on Covers: Present the area to the Covers report
Report Covers as All Day: To not break down sales by meal periods for the Covers report
Is Active: Indicate the area is active

Manage Staff

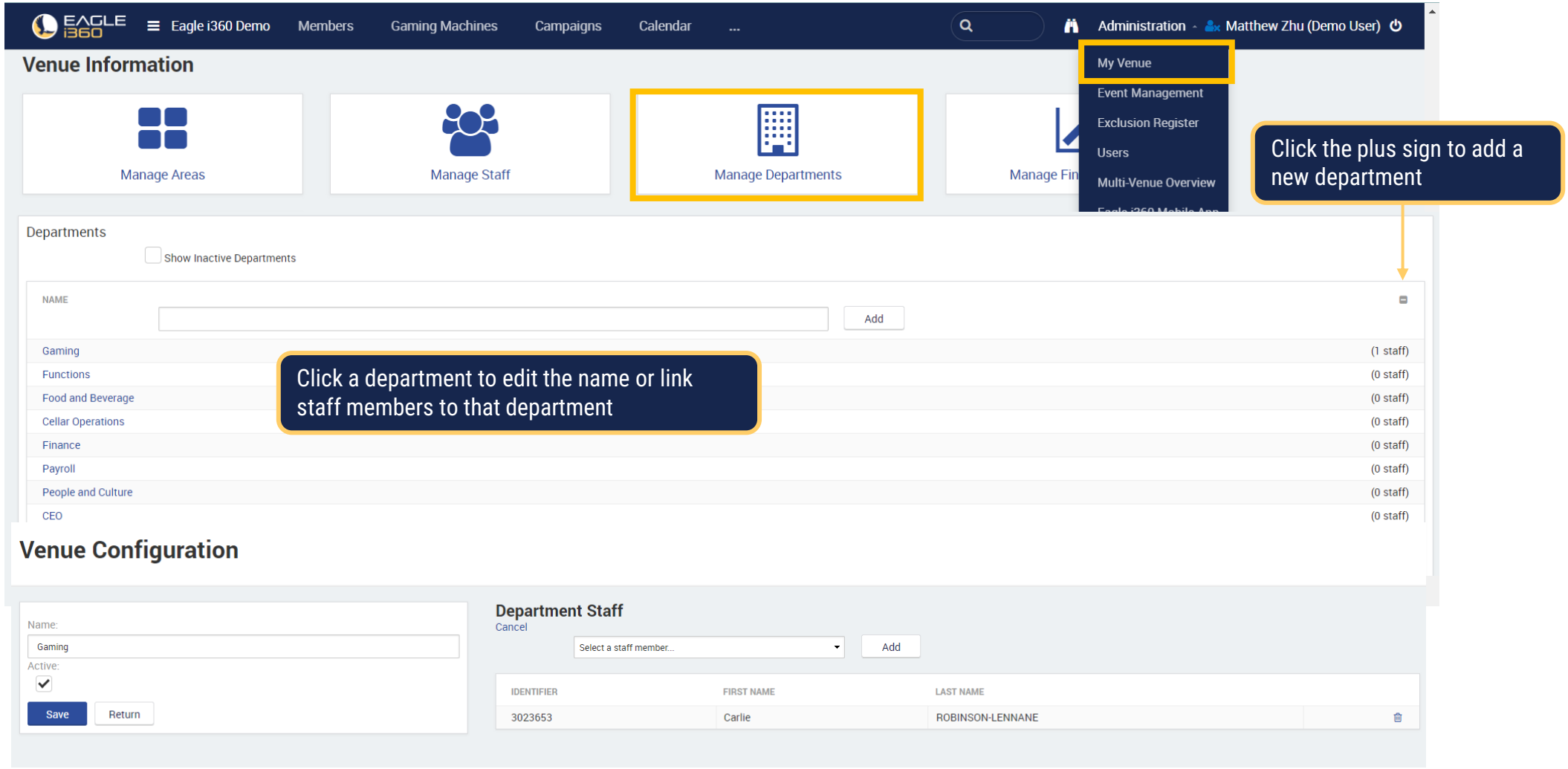
Manage staff members by recording comments for them and assigning tasks to specific departments



** Subscribing to the HR Module allows Eagle i360 to automatically update the staff list.*

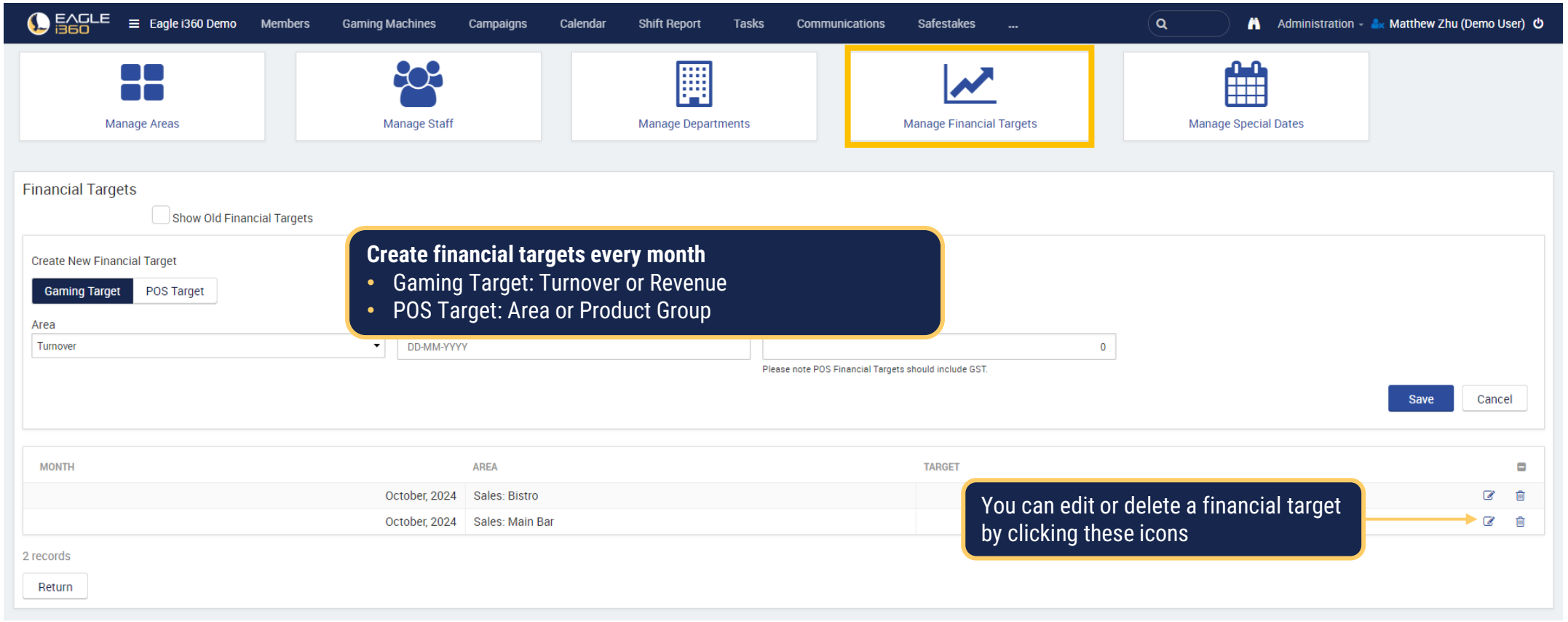
Manage Departments

Set up departments and assign staff members to specific departments



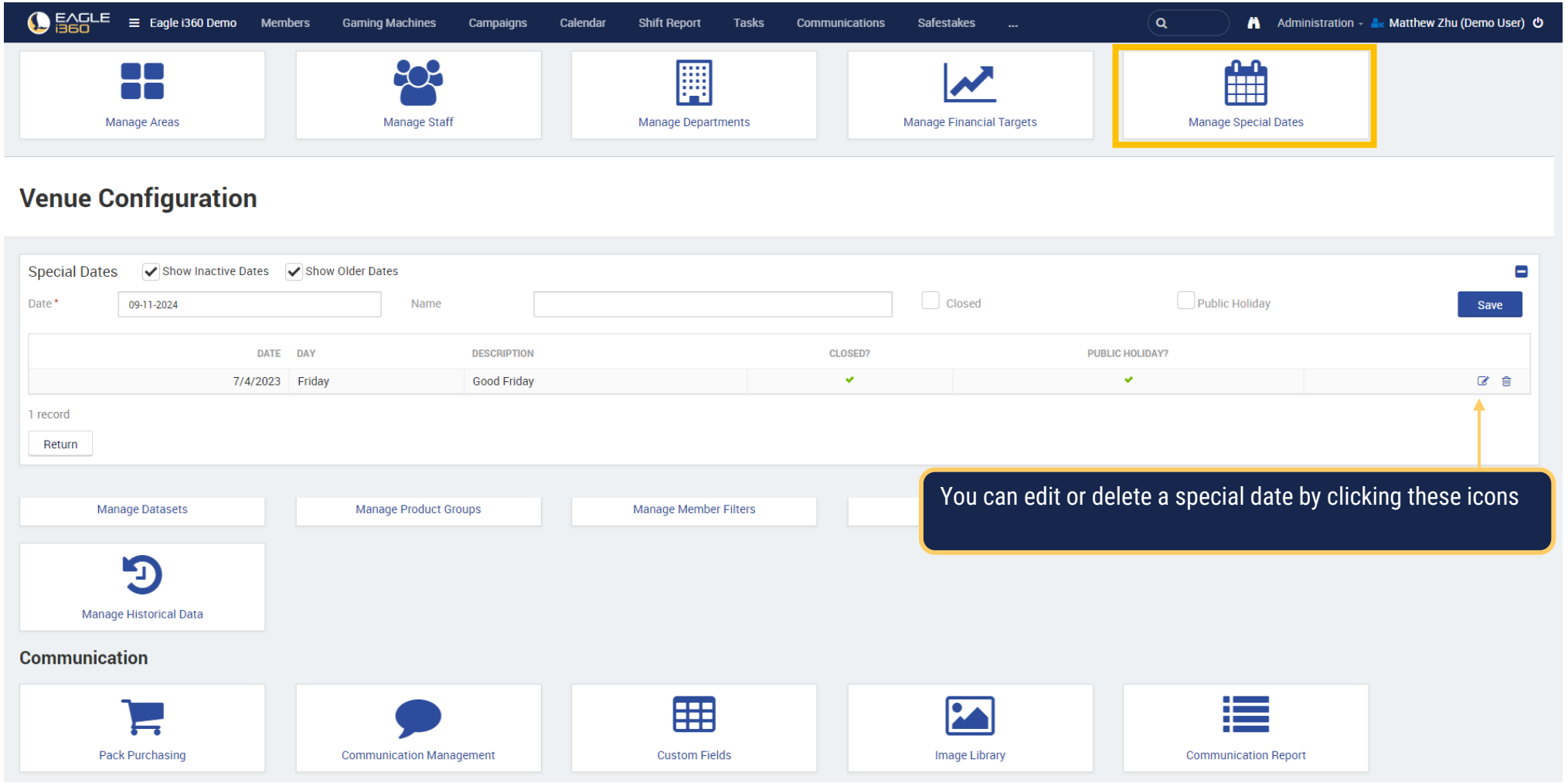
Manage Financial Targets

Set up monthly gaming or POS financial targets, which will be displayed on the dashboard to assess the venue performance by comparing the target against actual and prediction values. Financial targets are used for dashboard reporting, trade projections, and shift reports



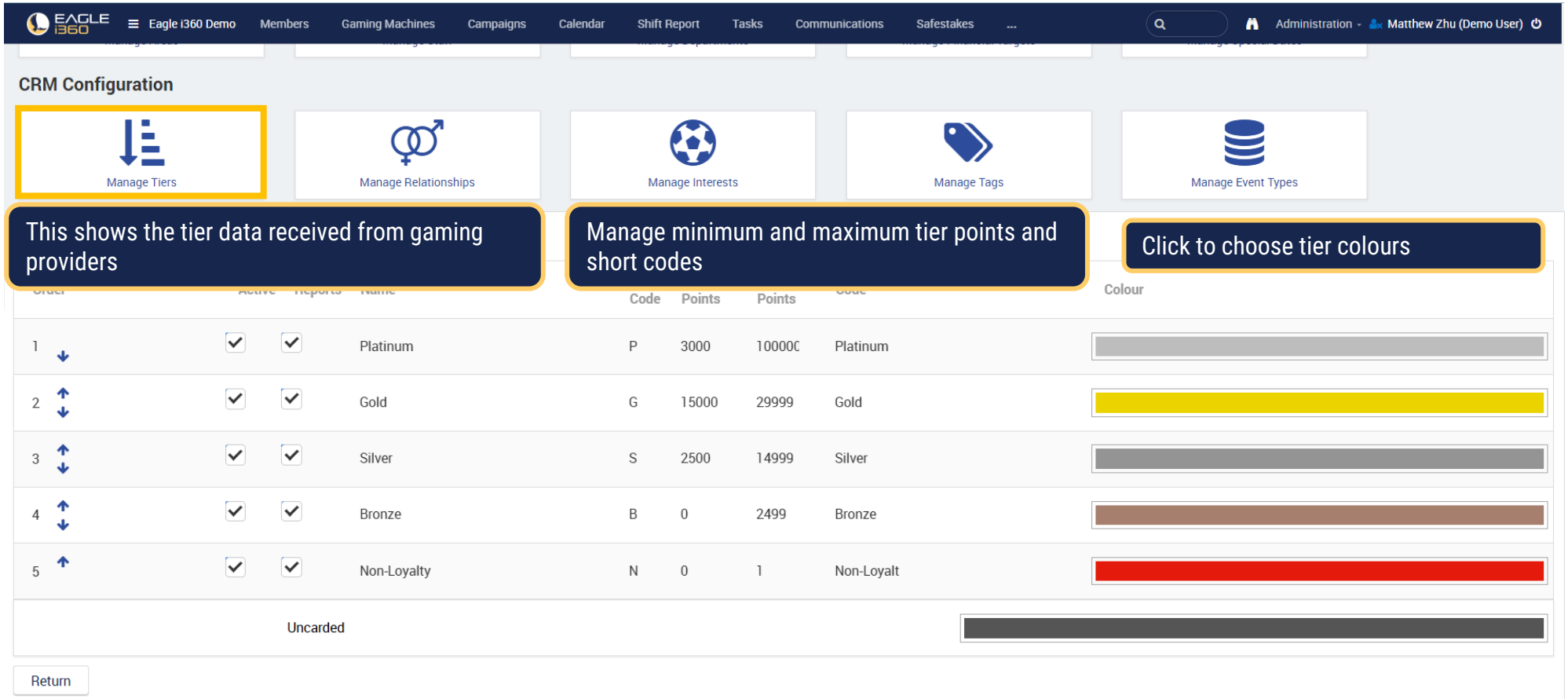
Manage Special Dates

Special dates are important events where the venue is closed or needs a calendar entry, such as major events or public holidays



Manage Tiers

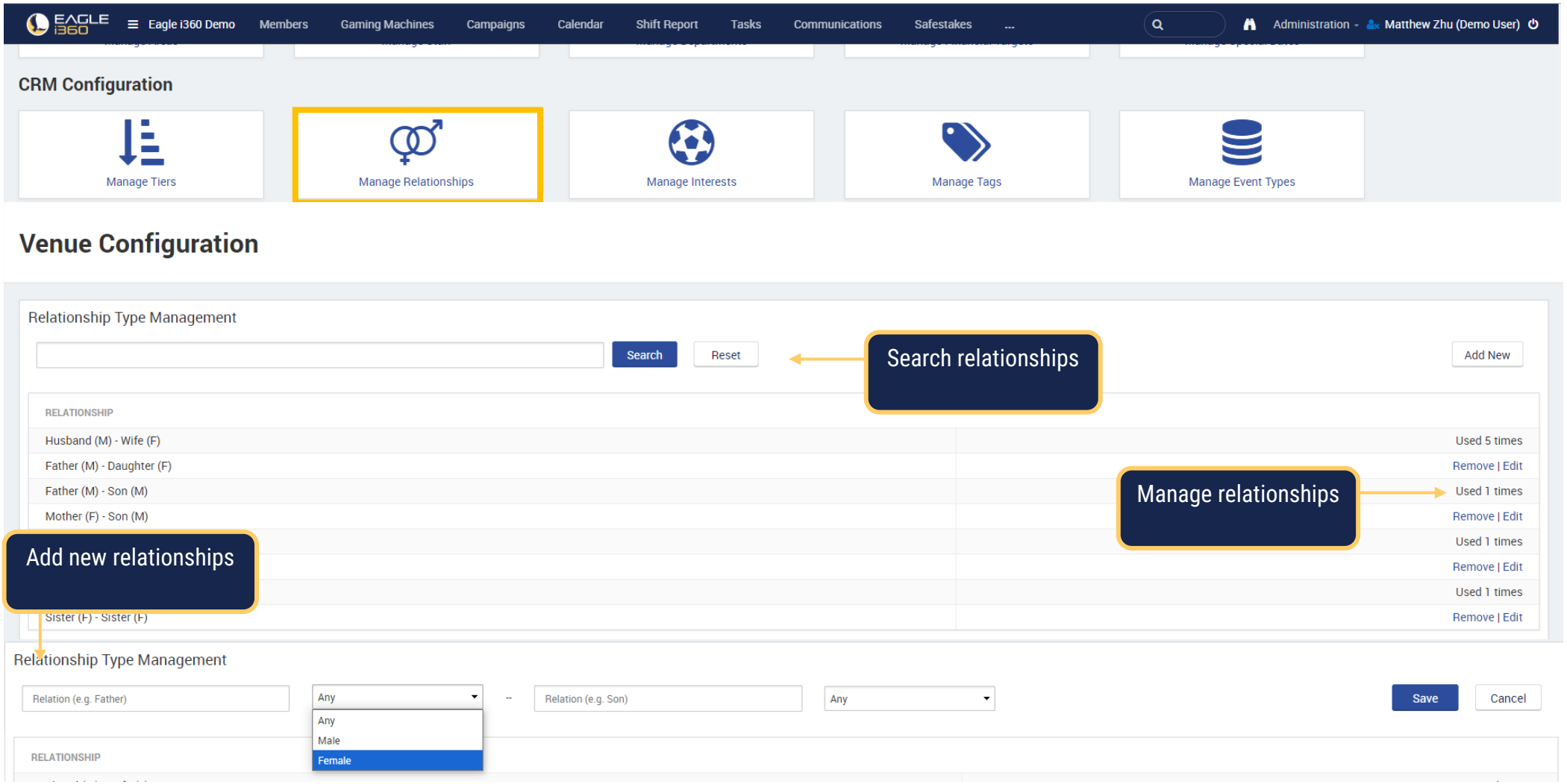
Properly setting up tier data is essential for reports to function correctly as tier data is widely used by EAGLEi360



Up/down arrows: change the order of tier levels
Active: assign active tiers for reporting
Reports: the tier is selected in the report filters by default

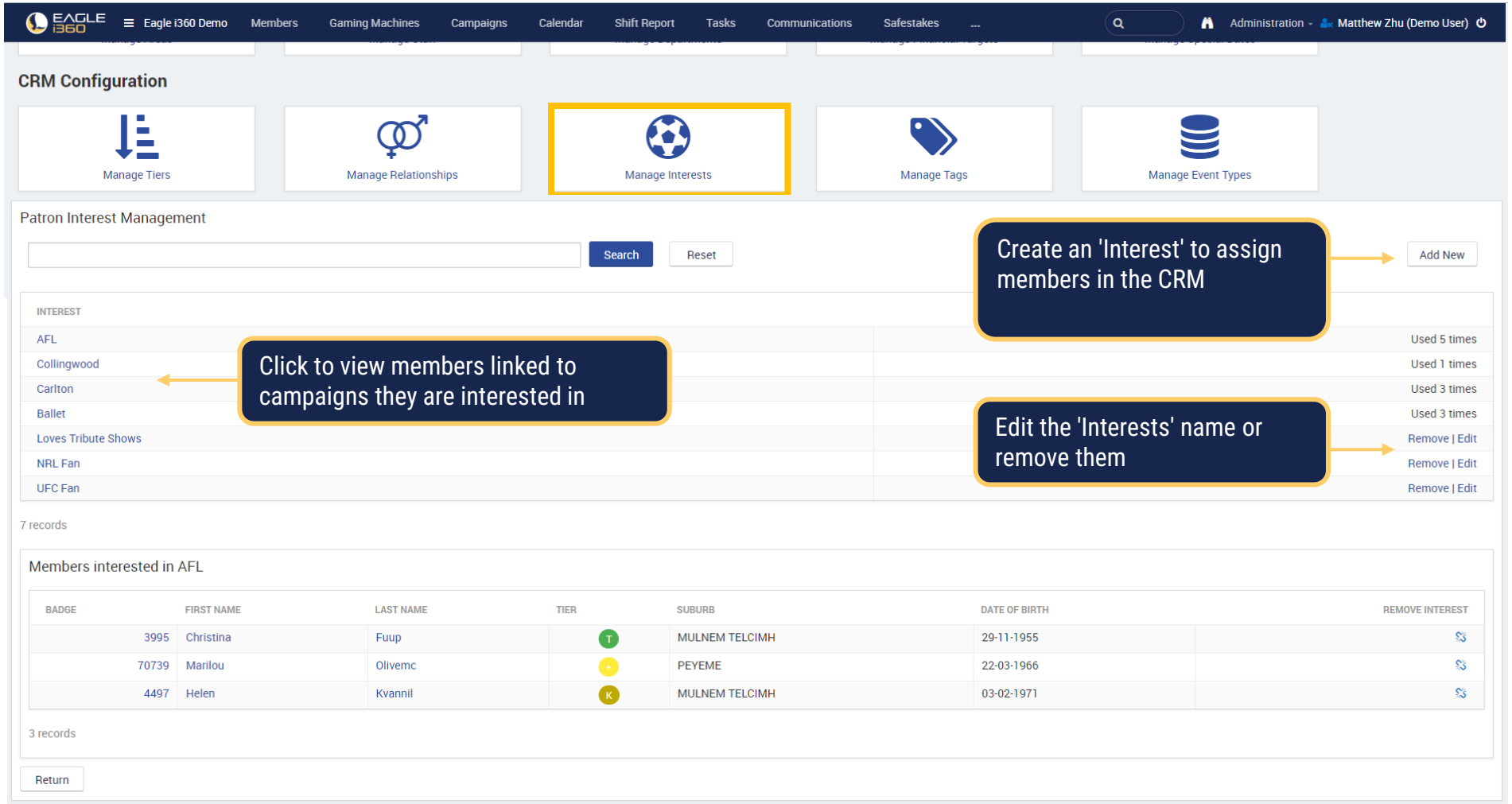
Manage Relationships

Relationships are used to identify the connection between members in your venue



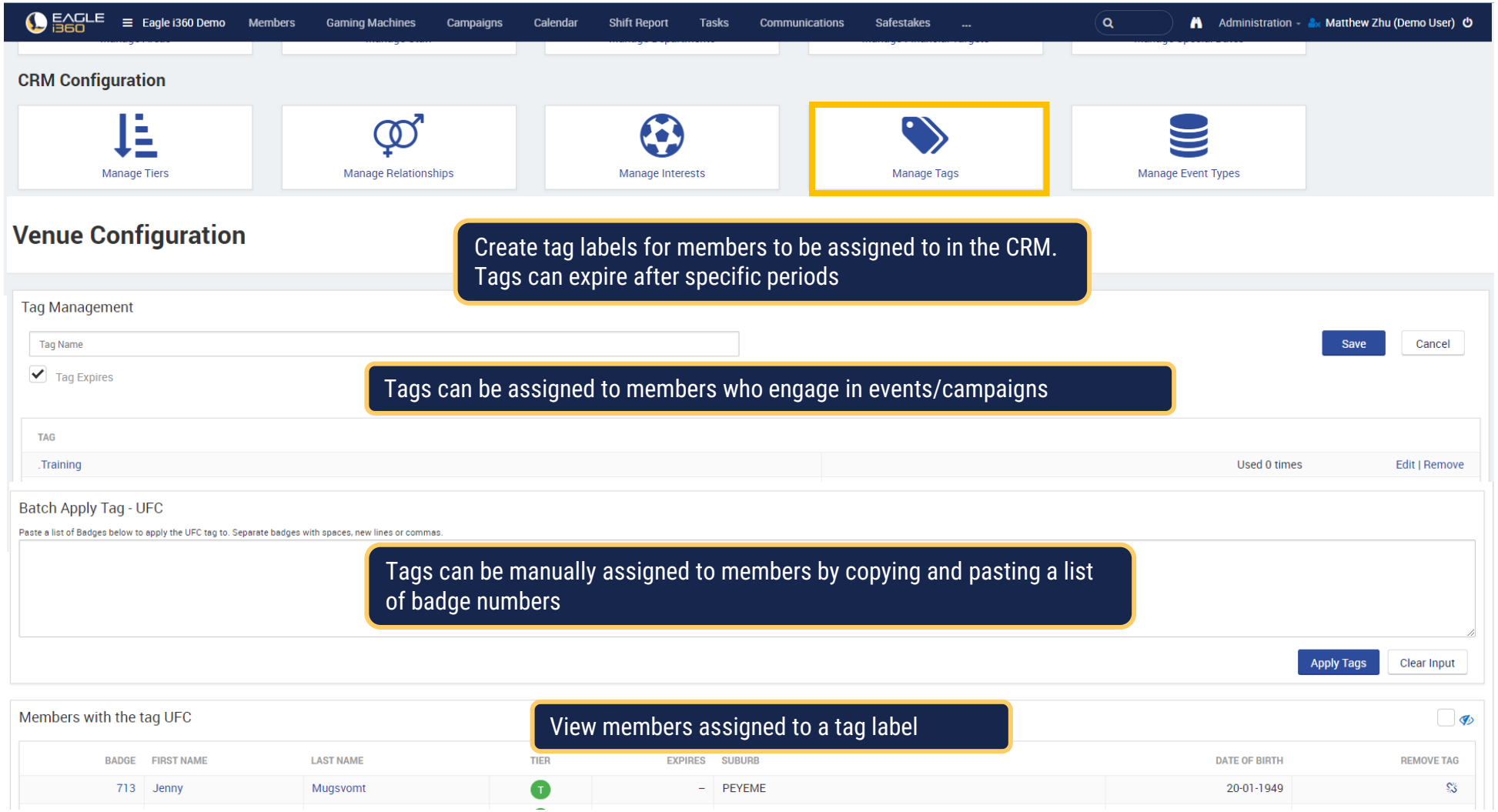
Manage Interests

Managing member interests enables easier CRM management and campaign invitations



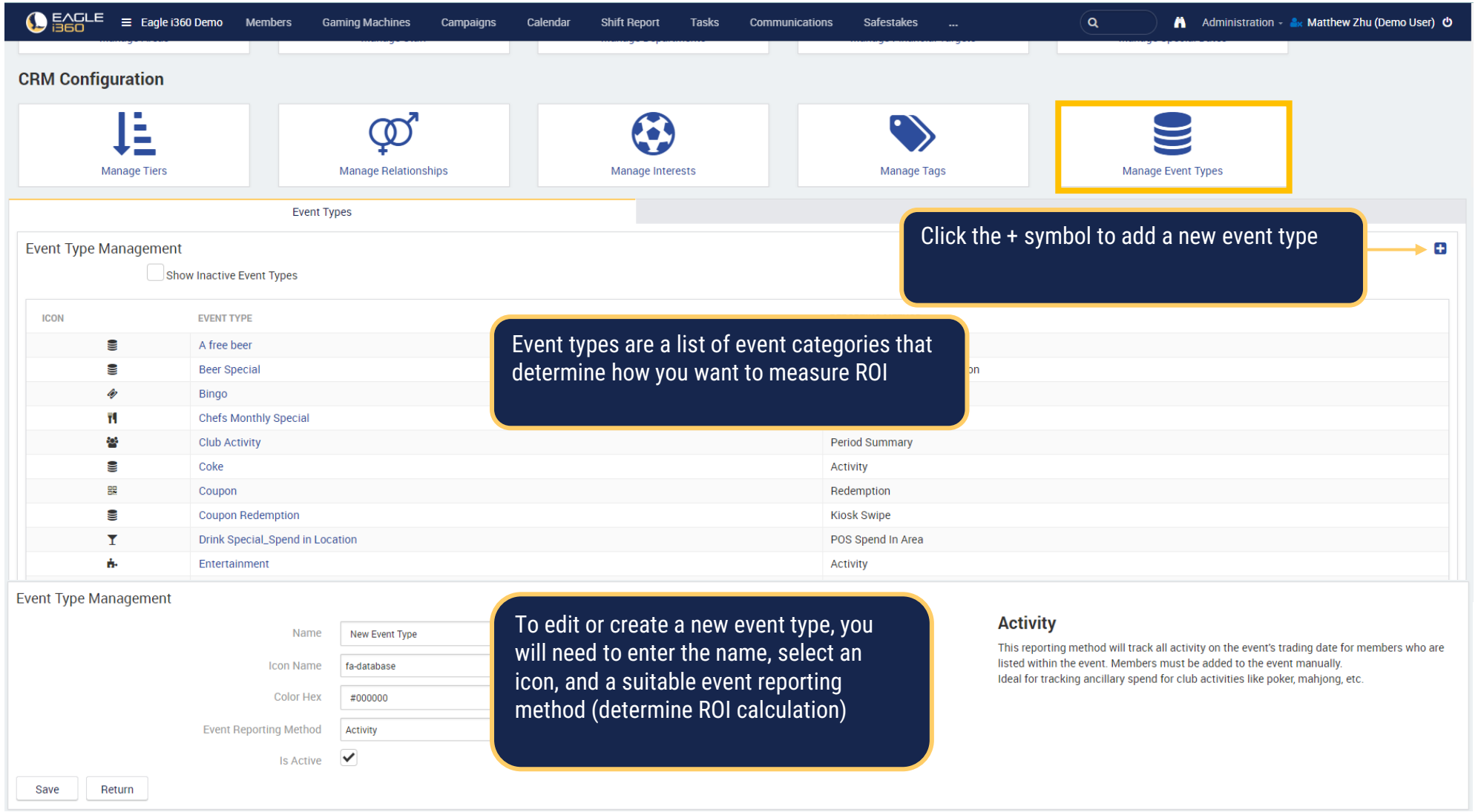
Manage Tags

Review tags or manually assign a tag to bulk members, allowing you to invite members to campaigns based on tags



Managing Event Types

Review and create event types for events and campaigns, which will determine the ROI report calculation



Event Reporting Methods of Event Type

GAMING

Gaming Invitational
- Classify a member as redeemed if they have any gaming turnover during the event period
- The member must be pre-entered into the event
- Ideal for gaming promotions targeted at a specific list of members

Gaming Turnover
- Automatically add members to the event if they have gaming turnover in the event period
- Members will be automatically added to the event list based on their gaming turnover
- Ideal for daily gaming promotions to track ongoing ROI and patron interest in the promotion

EVENTS

Period Summary
- Automatically add all members with Gaming or POS activity during the event period
- Members will be automatically added to the event
- Ideal for tracking total activity over an extended period

Period Summary Invitational
- Classify an invited member as redeemed if they have Gaming or POS activity during the event period
- Members must be pre-entered to the Campaign
- Ideal for tracking total activity

Non-ROI Event
- This reporting method will not track any members or activity against the event
- Ideal for categorising additional events in the event calendar

POS

PLU Purchase Invitational
- Classify a member as redeemed if they purchase a product from the selected list of PLUs managed below
- The members must be pre-entered into the event
- Ideal for POS promotions targeted at a specific list of members who need to purchase a specific product

PLU Purchase
- Automatically add members to the event if they purchased a product from the selected list of PLUs managed below during the event period
- Members will be automatically added to the event list based on their POS transactions
- Ideal for tracking ancillary spend of promotional food offers

Spend in Location Invitational
- Classify a member as redeemed if they have any POS transactions within the selected locations during the event period
- The members must be pre-entered to the event
- Ideal for tracking invited members who attended an event within your venue

Spend in Location
- Automatically add members to the event if they have any POS activity in the selected list of areas managed below during the event
- Members will be automatically added to the event list based on their POS transactions
- Ideal for tracking entertainment ROI and ancillary spend or regular club events like bingo

MEMBERS

Activity
- Track all activity on the event's trading date for members who are listed within the event
- Members must be added to the event manually
- Ideal for tracking ancillary spend for club activities like poker, mahjong, etc

Redemption
- Track all activity for members who have been marked as redeemed
- The members must be pre-entered into the event and manually marked as redeemed
- Ideal for tracking redemption-based promotions

KIOSKS

Kiosk Swipe
- Automatically add members who swiped at a kiosk to the event
- Only available for Odyssey and Ebet venues

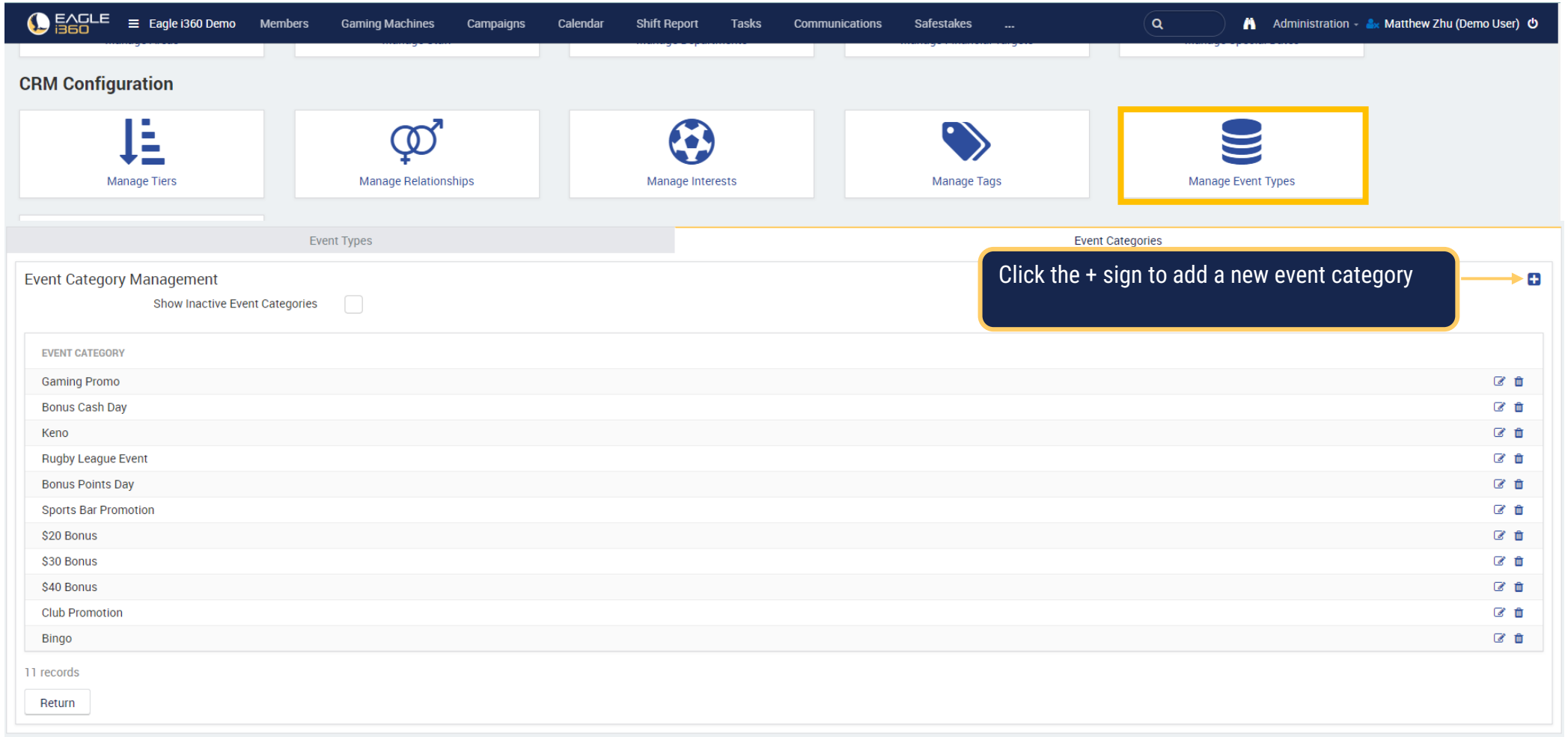
Kiosk Swipe Invitational
- Classify a member as redeemed if they have swiped at a kiosk during the event period
- Only available for Odyssey and Ebet venues

Wymac Promotion
- All members will be able to redeem these events via the Wymac Kiosk
- Wymac Promotion must be linked to these events via the Wymac Hub

Wymac Promotion Invitational
- Only invited members will be able to redeem this type and will redeem via the Wymac Kiosk.
- Wymac Promotion must be linked to these Campaigns via the Wymac Hub

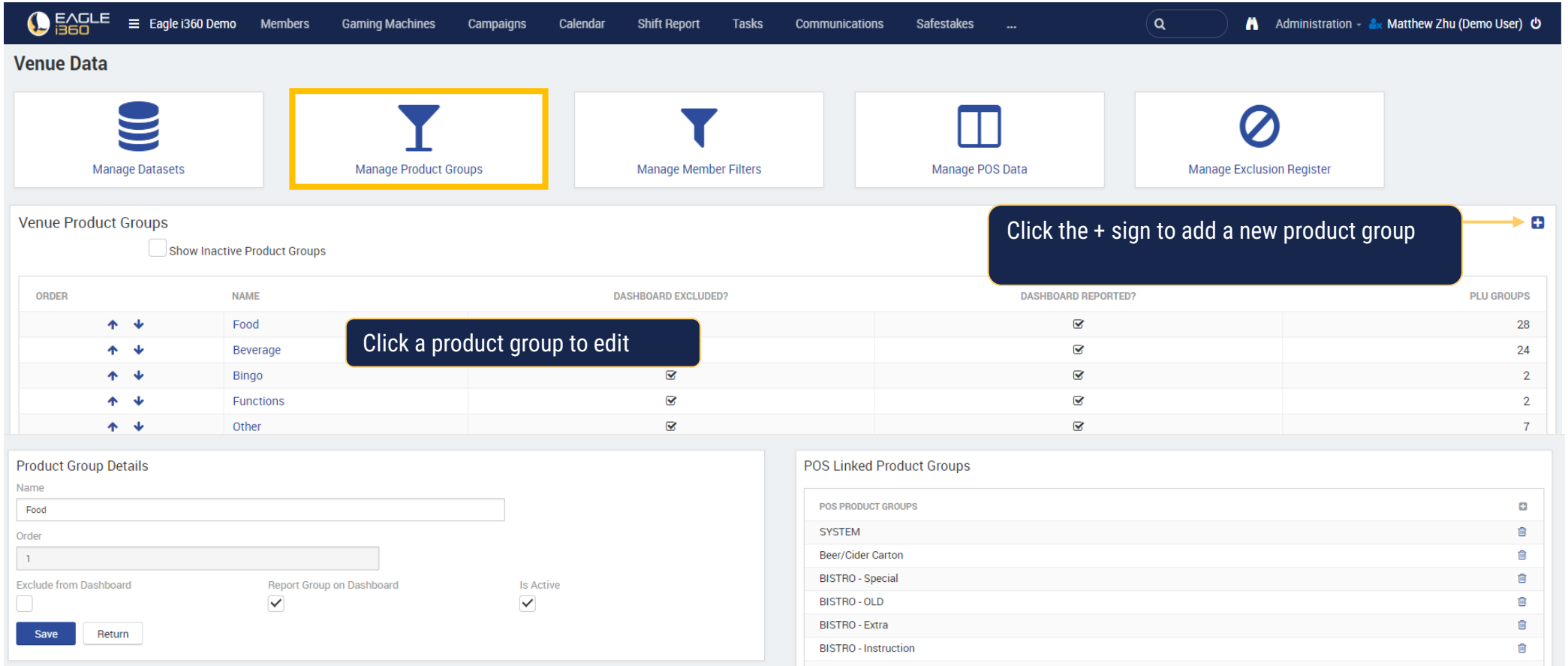
Manage Event Categories

Assign Event Categories when you create events/campaigns. Event Categories are useful when you run Event Summary Reports, which consolidate ROIs for the same Event Category



Manage Product Groups

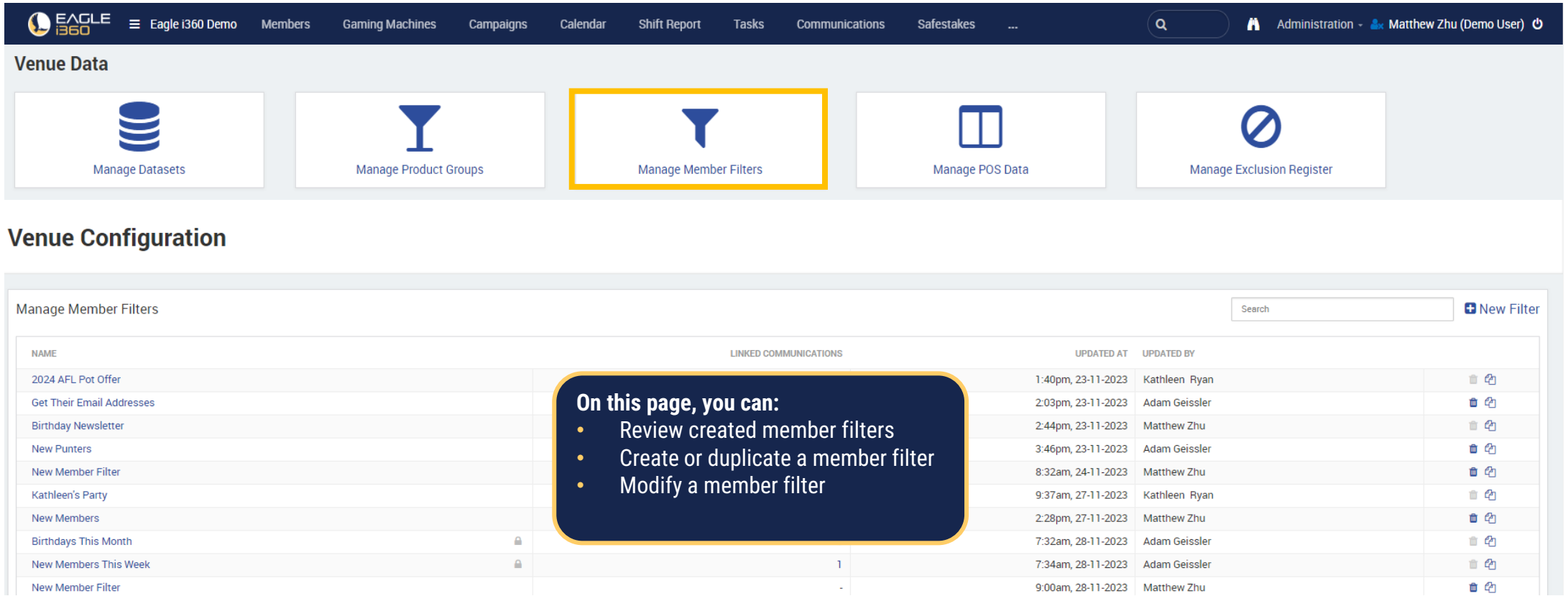
Product groups serve as primary categories for PLU groups. They are extensively utilised in the EAGLEi360 dashboard and reports, particularly when reviewing overall sales for specific product categories



Exclude from Dashboard - Exclude the group from 'All Products' report on the dashboard
Report Group on Dashboard - Allowing viewing the top products in the group separately on the dashboard
POS Linked Product Groups - Link POS PLU groups to Product Group

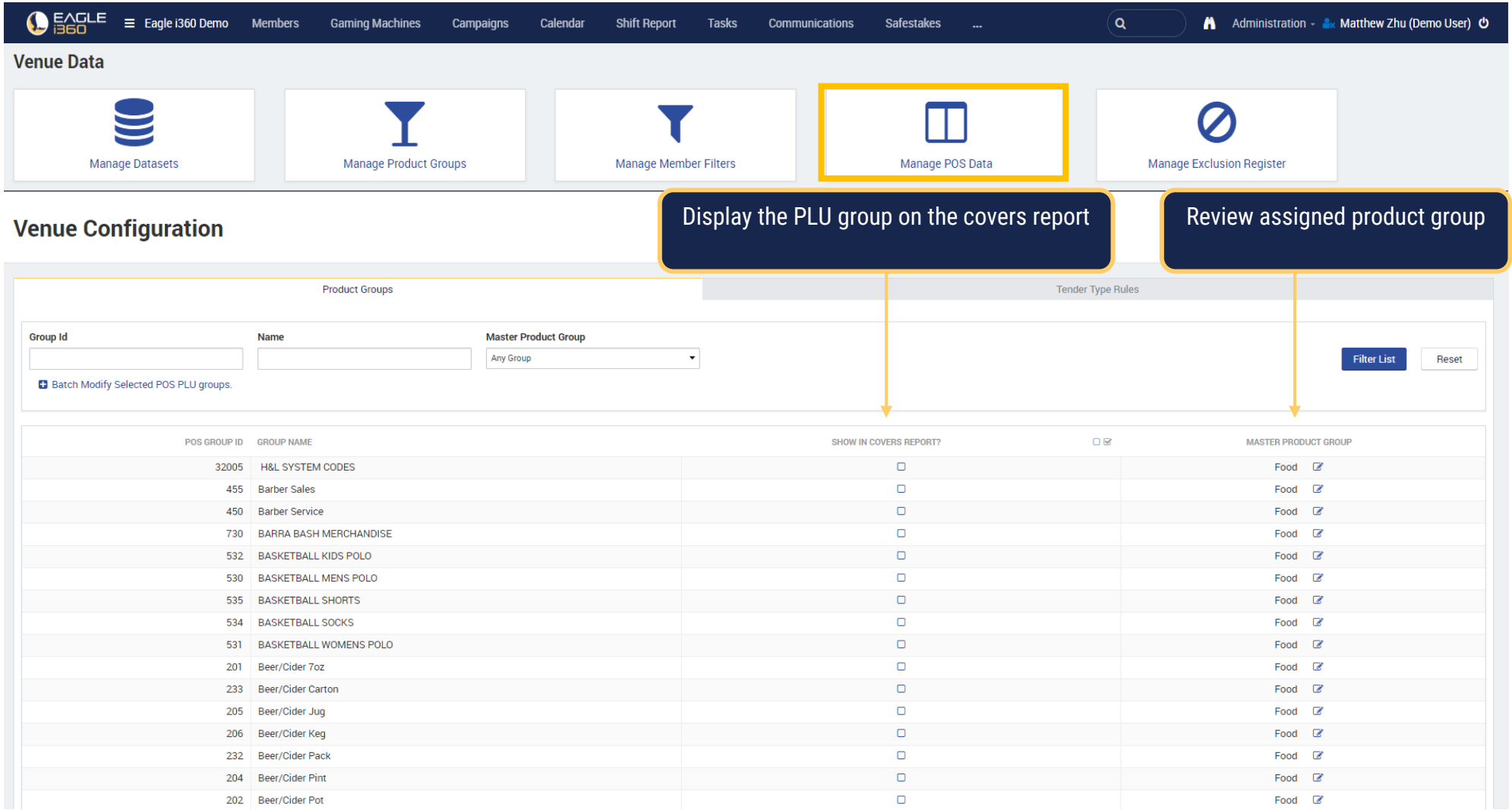
Manage Member Filters

Member filters enable you to create customised filters by combining predefined options to identify patrons who meet your criteria. You can then use these filters for communications, invite patrons to campaigns, or for various data analysis purposes



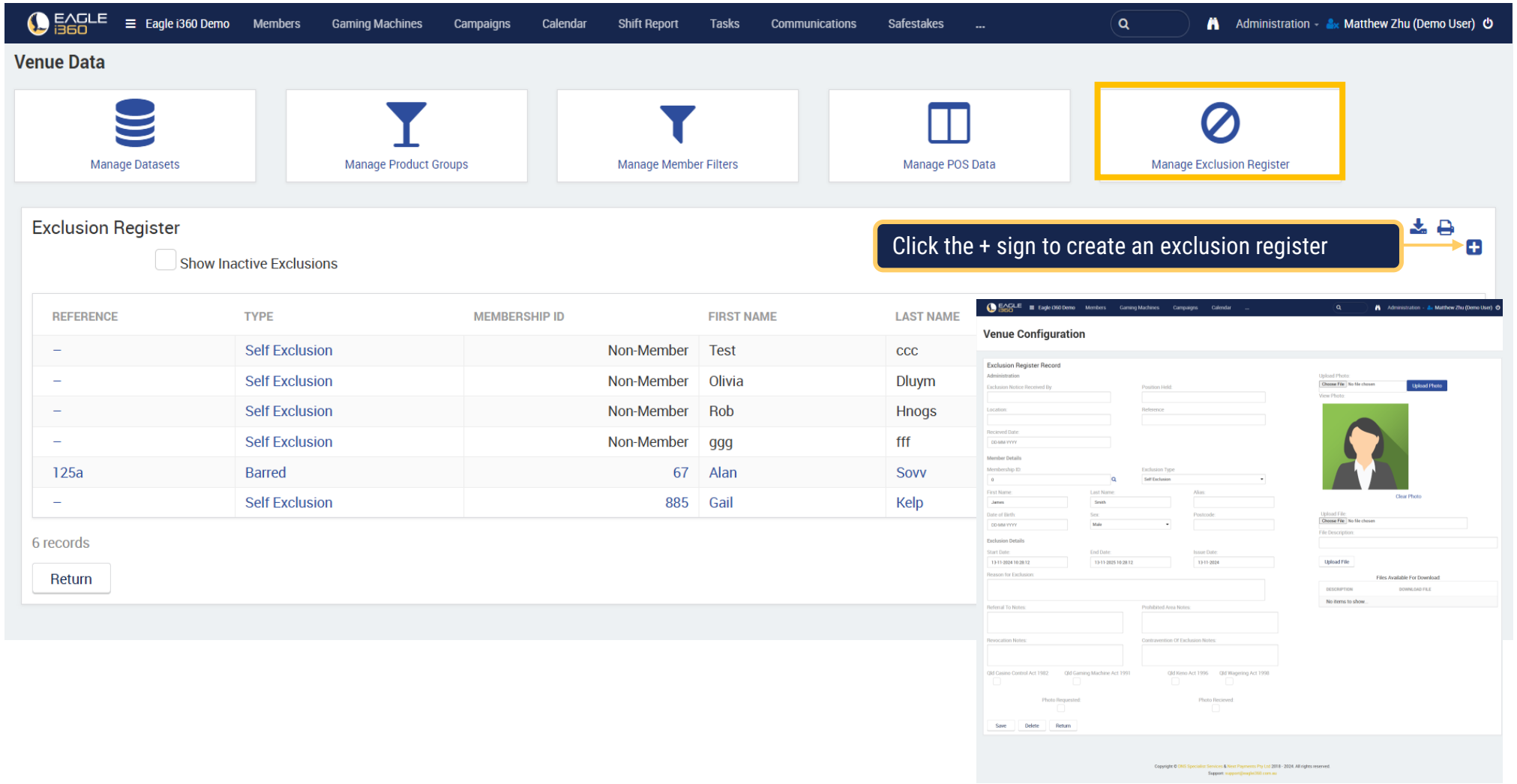
Manage POS Data

Assign the PLU group to a product group quickly



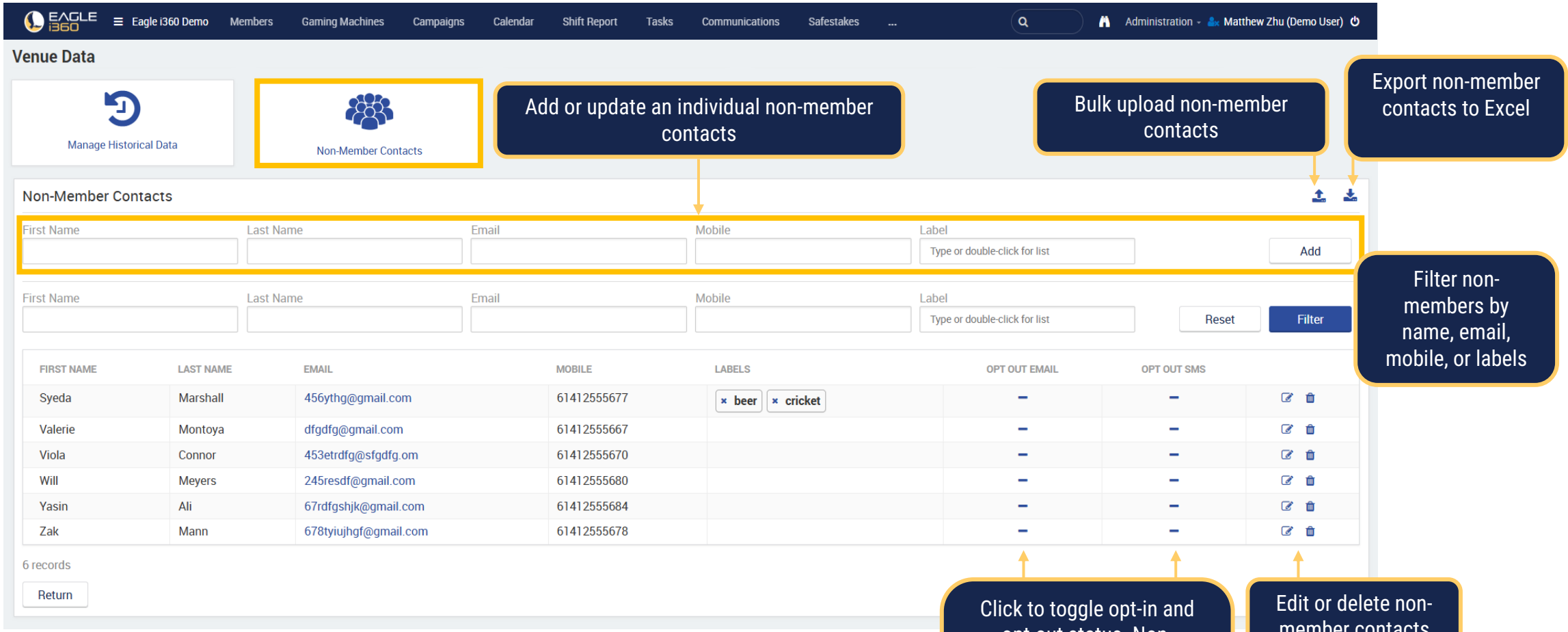
Manage the Exclusion Register

Record and review the self-exclusion register for the members



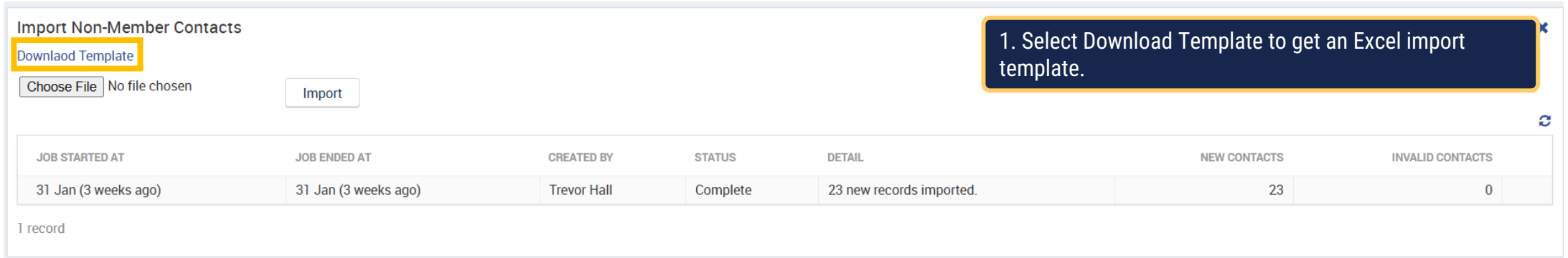
Manage the Non-Member Contacts

Review all non-member contacts or add a single non-member's contacts

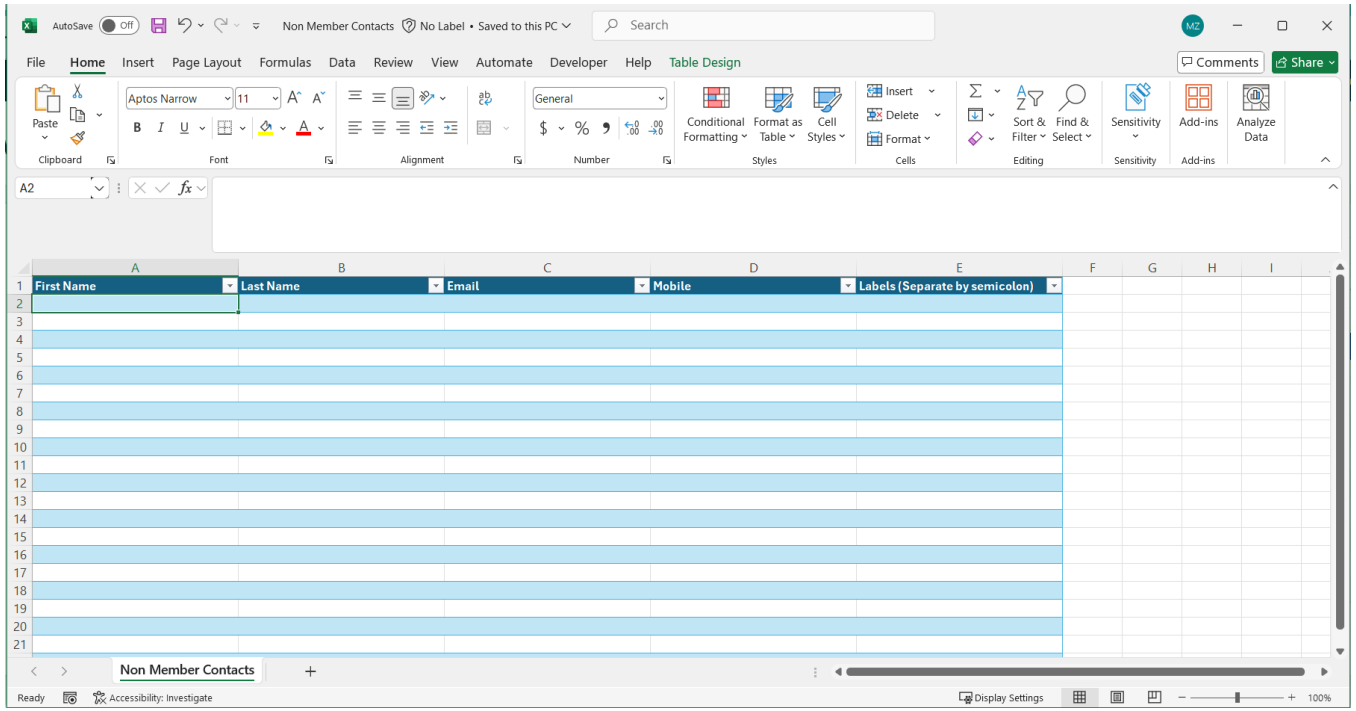


Manage Non-Member Contacts

How to bulk load non-member contacts



1. Select Download Template to get an Excel import template.

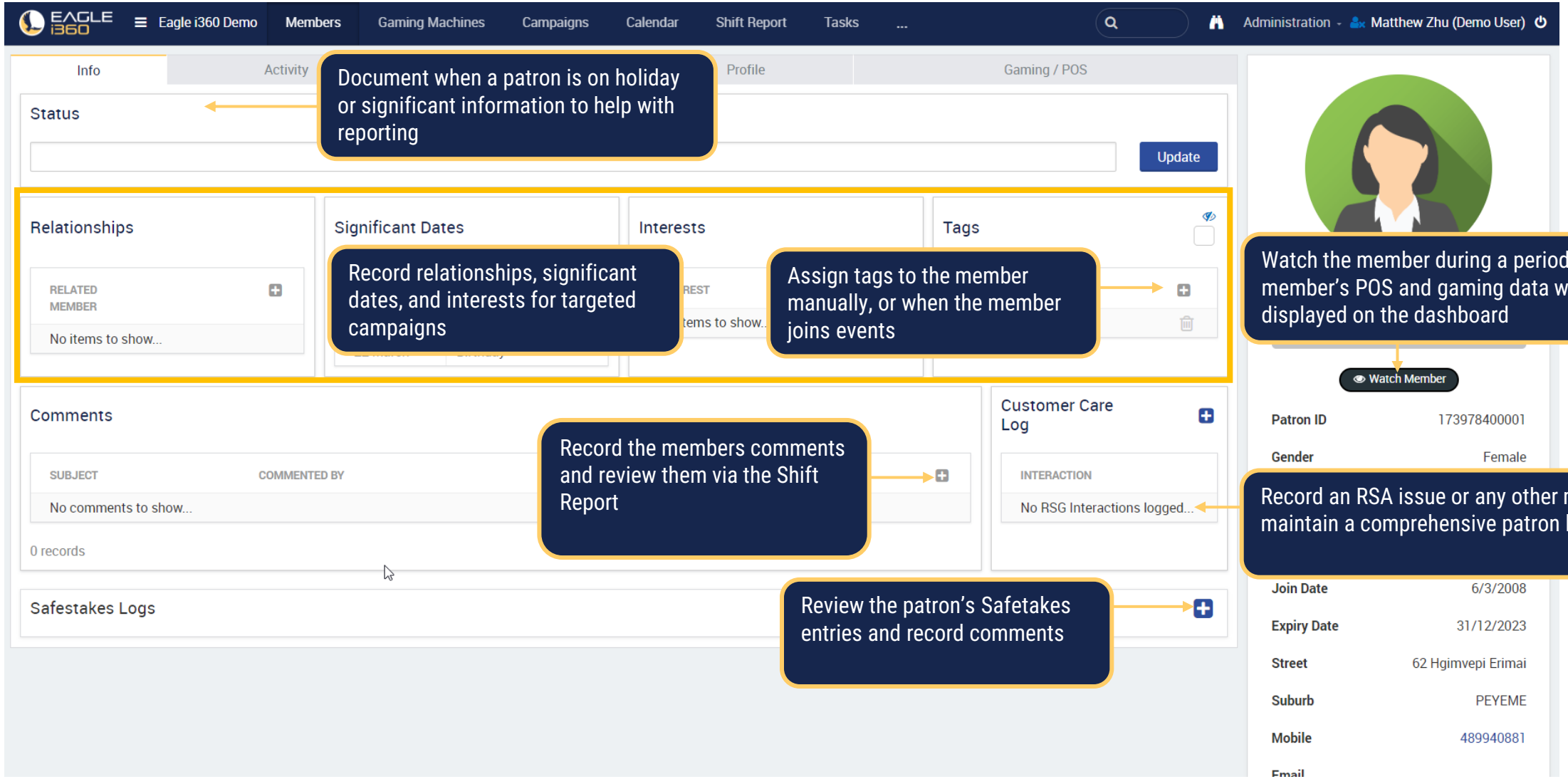


2. Open the downloaded Excel import template and fill in the non-member contacts on each line. You must include the first name and either the email address or mobile number for each non-member. Multiple labels can be separated by semicolons.

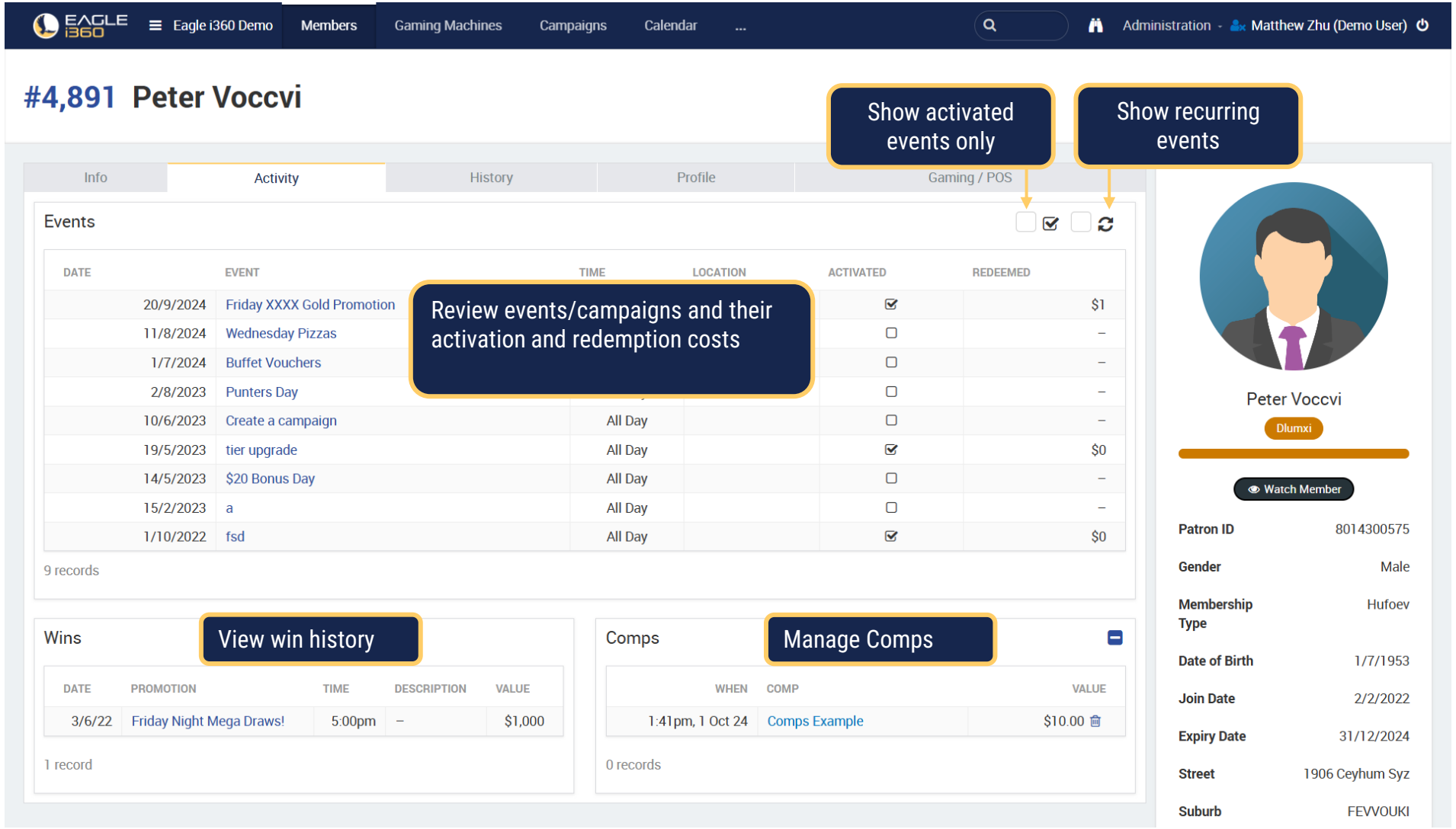
3. After preparing the import file, return to the Import Non-Member Contacts page to upload the file.

CRM

Logging Member Information



Viewing Member Activity



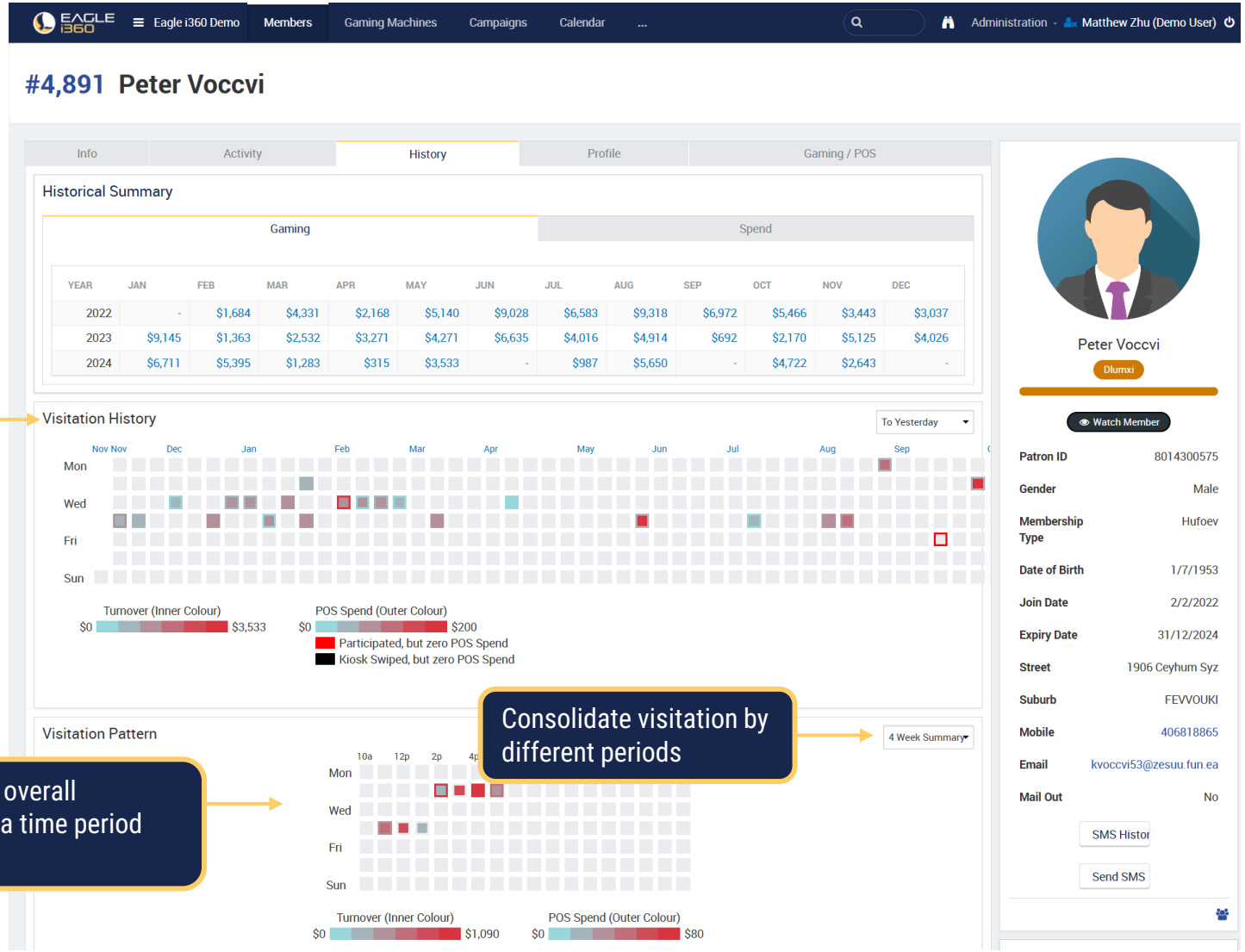
Viewing Member History

Oversee monthly spending on Gaming and POS for all members

- Hover over a block to review a summary of the day
- Click to review more in-depth details

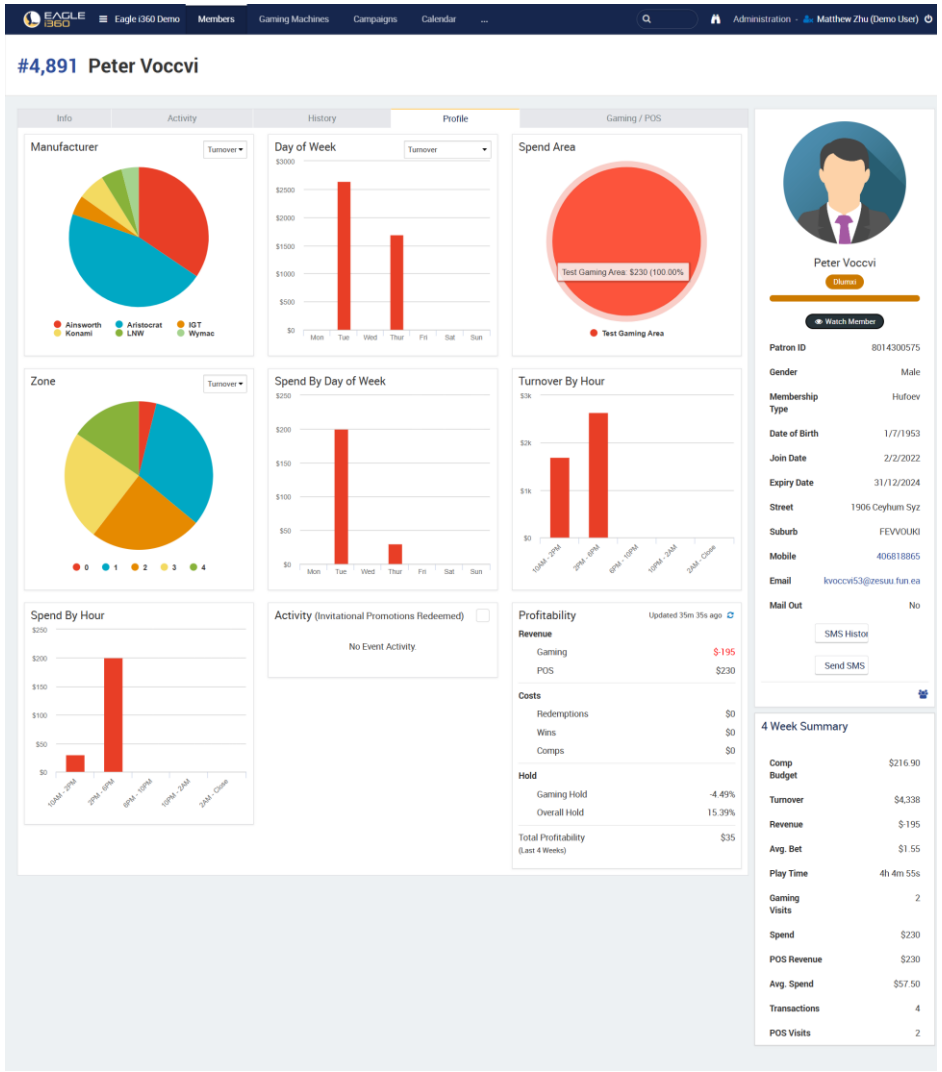
Hover over to review the overall visitation pattern during a time period

Consolidate visitation by different periods



Viewing Member Profiles

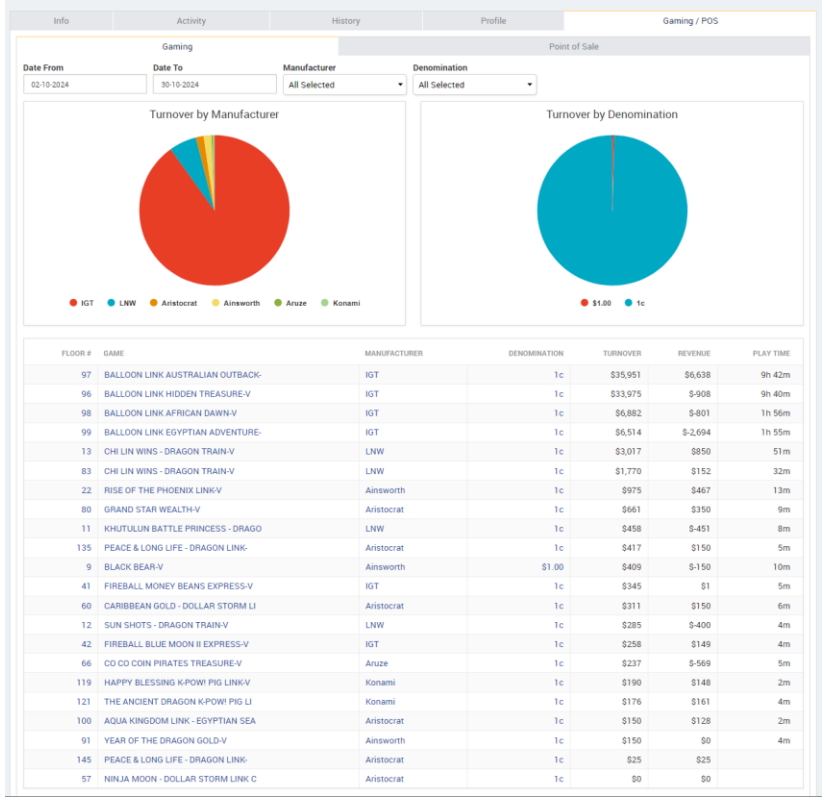
The Member Profile dashboard provides a clear visual representation of a member's historical Gaming and POS activity



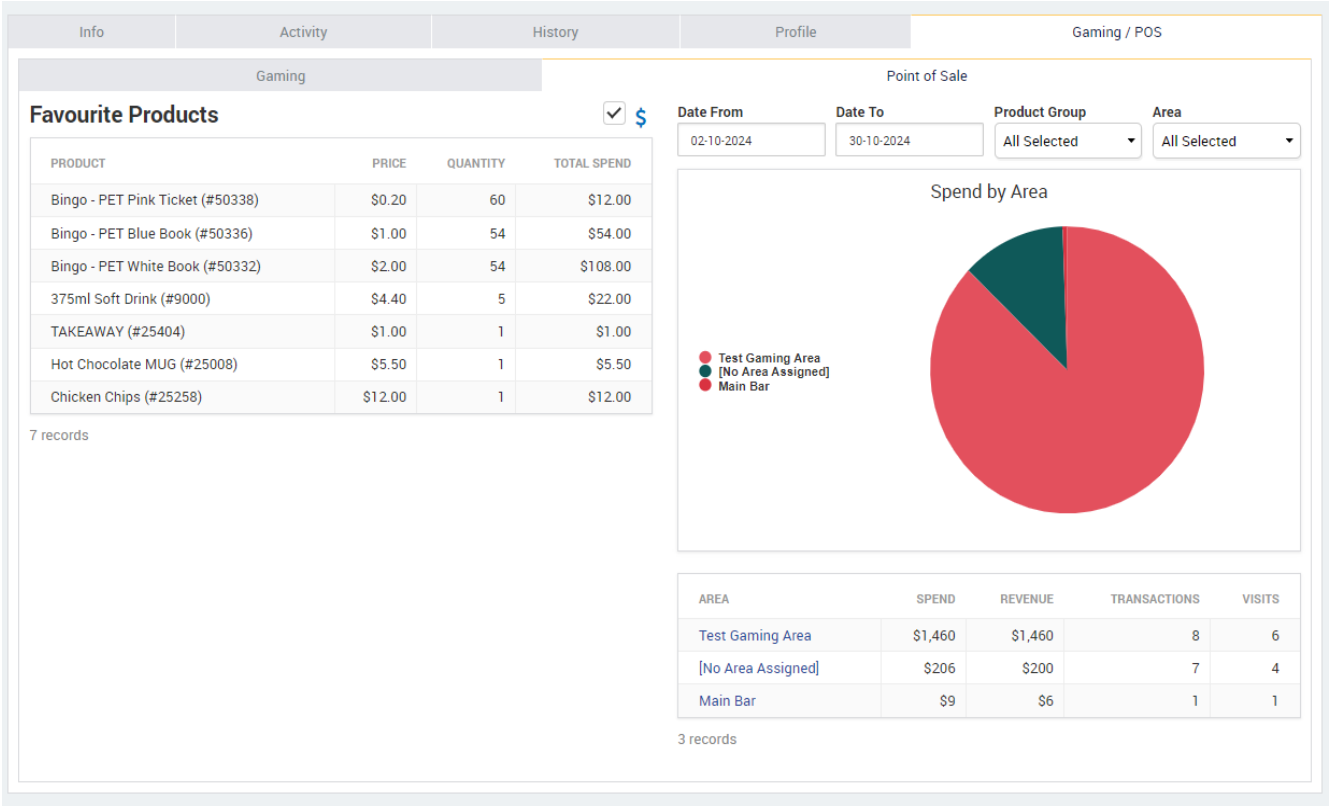
In the Member Profile tab, you can:

- Analyse a member's turnovers, strokes, and playtime, broken down by manufacturers, zones, and days of the week
- Review overall POS spending by days of the week
- Examine average POS spending and turnover trends by the hour
- View a summary of campaign participation
- Access a profitability overview
- Explore a detailed summary of activity over the past 'X' number of weeks

Viewing Members Gaming and POS Activity



FLOOR #	GAME	MANUFACTURER	DENOMINATION	TURNOVER	REVENUE	PLAY TIME
97	BALLOON LINK AUSTRALIAN OUTBACK-	IGT	1c	$35,951	$6,638	9h 42m
96	BALLOON LINK HIDDEN TREASURE-V	IGT	1c	$33,975	$-908	9h 40m
98	BALLOON LINK AFRICAN DAWN-V	IGT	1c	$6,882	$-801	1h 56m
99	BALLOON LINK EGYPTIAN ADVENTURE-	IGT	1c	$6,514	$-2,694	1h 55m
13	CHI LIN WINS - DRAGON TRAIN-V	LNW	1c	$3,017	$850	51m
83	CHI LIN WINS - DRAGON TRAIN-V	LNW	1c	$1,770	$152	32m
22	RISE OF THE PHOENIX LINK-V	Ainsworth	1c	$975	$467	13m
80	GRAND STAR WEALTH-V	Aristocrat	1c	$661	$350	9m
11	KHUTULUN BATTLE PRINCESS - DRAGO	LNW	1c	$458	$-451	8m
135	PEACE & LONG LIFE - DRAGON LINK-	Aristocrat	1c	$417	$150	5m
9	BLACK BEAR-V	Ainsworth	$1.00	$409	$-150	10m
41	FIREBALL MONEY BEANS EXPRESS-V	IGT	1c	$345	$1	5m
60	CARIBBEAN GOLD - DOLLAR STORM LI	Aristocrat	1c	$311	$150	6m
12	SUN SHOTS - DRAGON TRAIN-V	LNW	1c	$285	$-400	4m
42	FIREBALL BLUE MOON II EXPRESS-V	IGT	1c	$258	$149	4m
66	CO CO COIN PIRATES TREASURE-V	Aruze	1c	$237	$-569	5m
119	HAPPY BLESSING K-POW! PIG LINK-V	Konami	1c	$190	$148	2m
121	THE ANCIENT DRAGON K-POW! PIG LI	Konami	1c	$176	$161	4m
100	AQUA KINGDOM LINK - EGYPTIAN SEA	Aristocrat	1c	$150	$128	2m
91	YEAR OF THE DRAGON GOLD-V	Ainsworth	1c	$150	$0	4m
145	PEACE & LONG LIFE - DRAGON LINK-	Aristocrat	1c	$25	$25	
57	NINJA MOON - DOLLAR STORM LINK C	Aristocrat	1c	$0	$0	



PRODUCT	PRICE	QUANTITY	TOTAL SPEND
Bingo - PET Pink Ticket (#50338)	$0.20	60	$12.00
Bingo - PET Blue Book (#50336)	$1.00	54	$54.00
Bingo - PET White Book (#50332)	$2.00	54	$108.00
375ml Soft Drink (#9000)	$4.40	5	$22.00
TAKEAWAY (#25404)	$1.00	1	$1.00
Hot Chocolate MUG (#25008)	$5.50	1	$5.50
Chicken Chips (#25258)	$12.00	1	$12.00

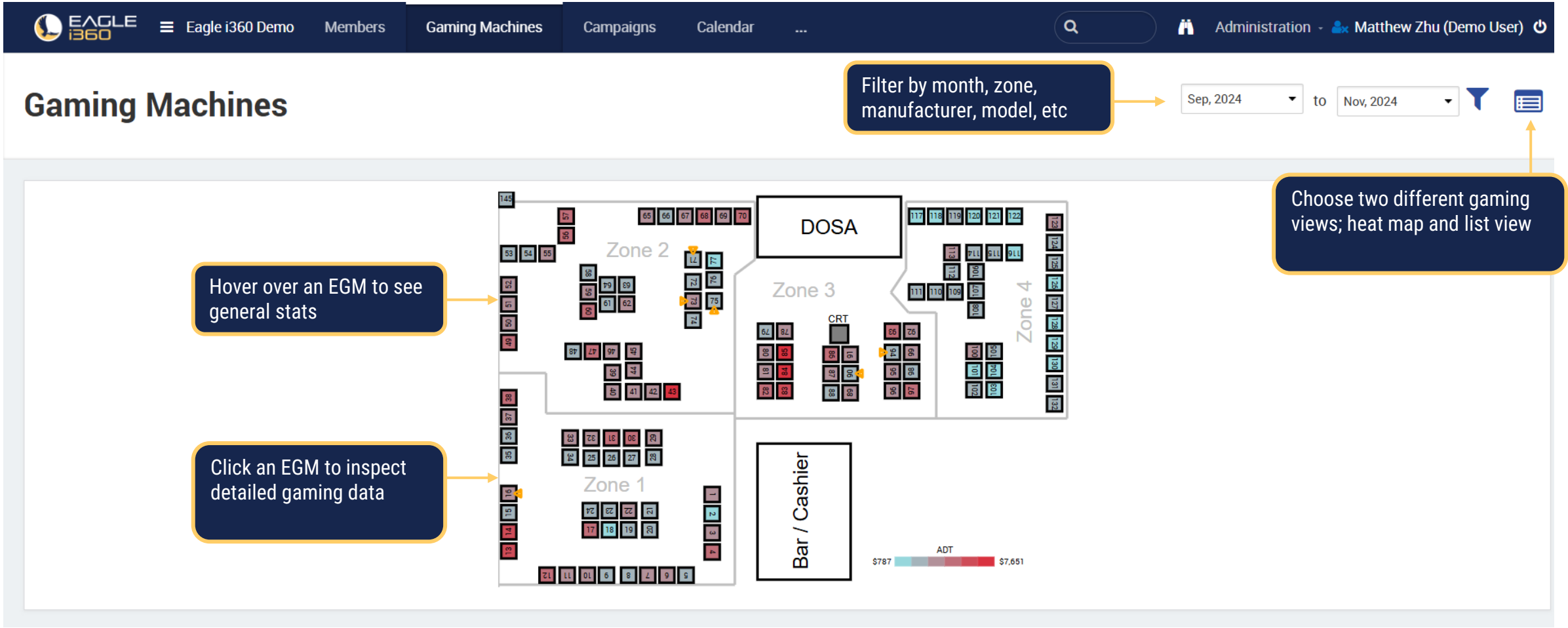
AREA	SPEND	REVENUE	TRANSACTIONS	VISITS
Test Gaming Area	$1,460	$1,460	8	6
[No Area Assigned]	$206	$200	7	4
Main Bar	$9	$6	1	1

- Summarise a member's turnover for specific periods, with options to filter by manufacturer and denomination
- View consolidated gaming data categorised by games they have played

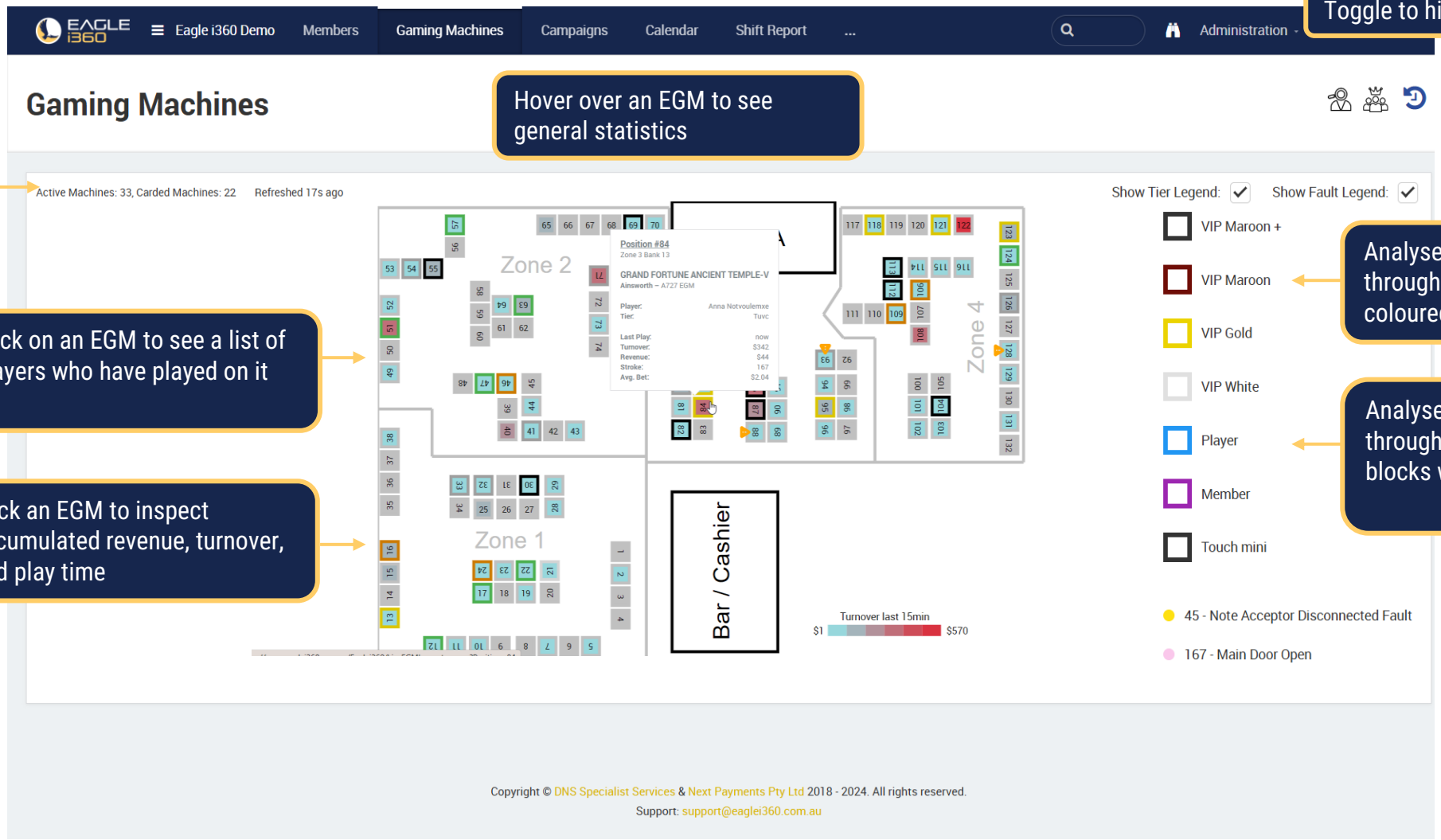
- See a summary of a member's POS spending during specific periods and filter by product group and area
- Consolidate POS spending by areas
- Identify a member's favourite products based on POS transactions

Gaming Management

Gaming Floor Heat Map



Gaming Floor Heat Map with Live Data*



**Live data is only available for particular gaming providers*

Gaming Summary

Break down turnover by player tiers

Analyse the overall performance of the EGM with a year-over-year comparison for the same period

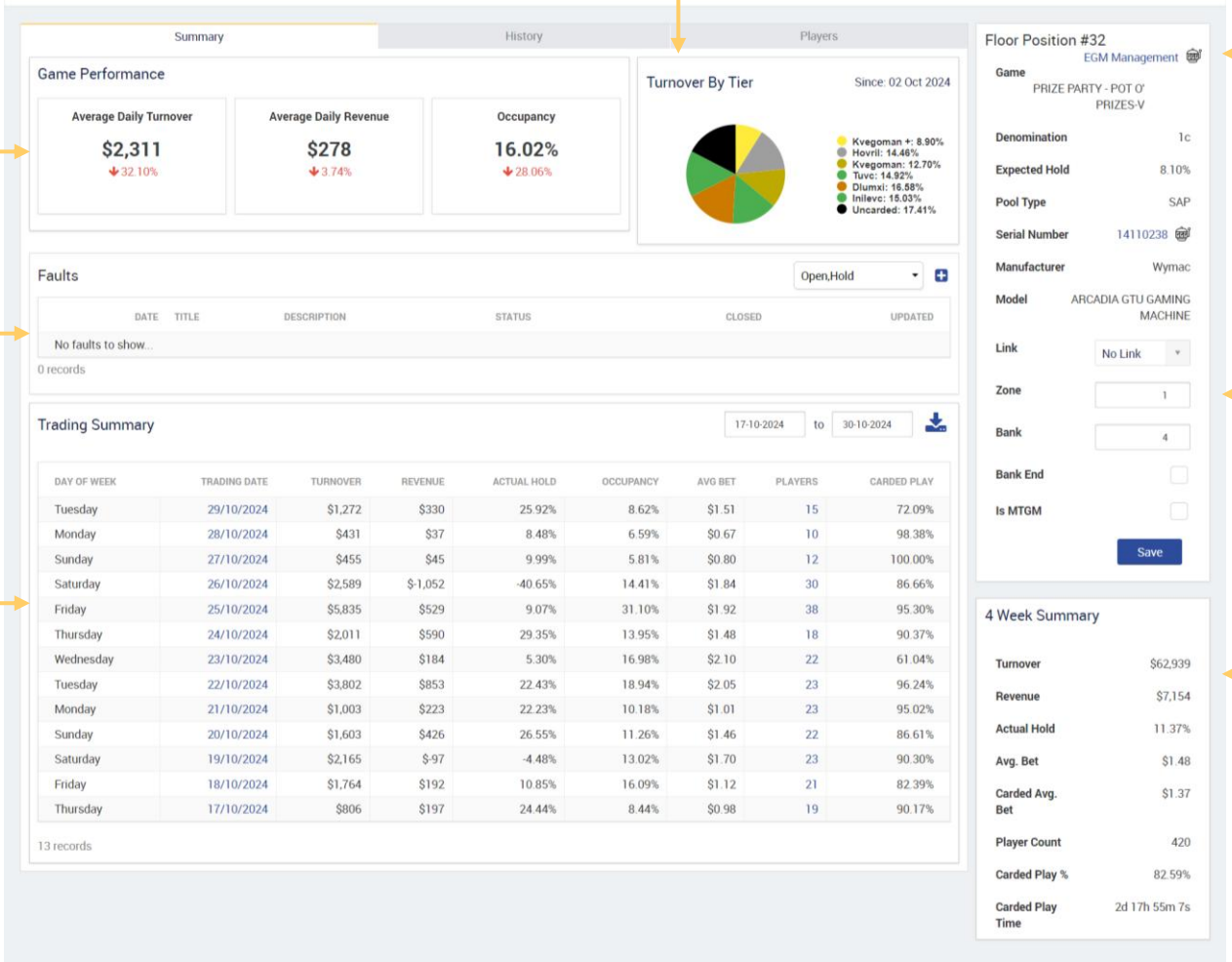
Log and manage any faults of that EGM here

Access daily gaming summaries with historical data, filtered by specific dates

Click here to navigate to the EGM Management page

Record EGM details, such as position and whether the game is MTGM

View game performance summary



Gaming History

EAGLEi360 records and tracks position and game data for each EGM, summarising ADT, ADR, and duration with every game or position change

Summary | History | Players

Location History | Serial History

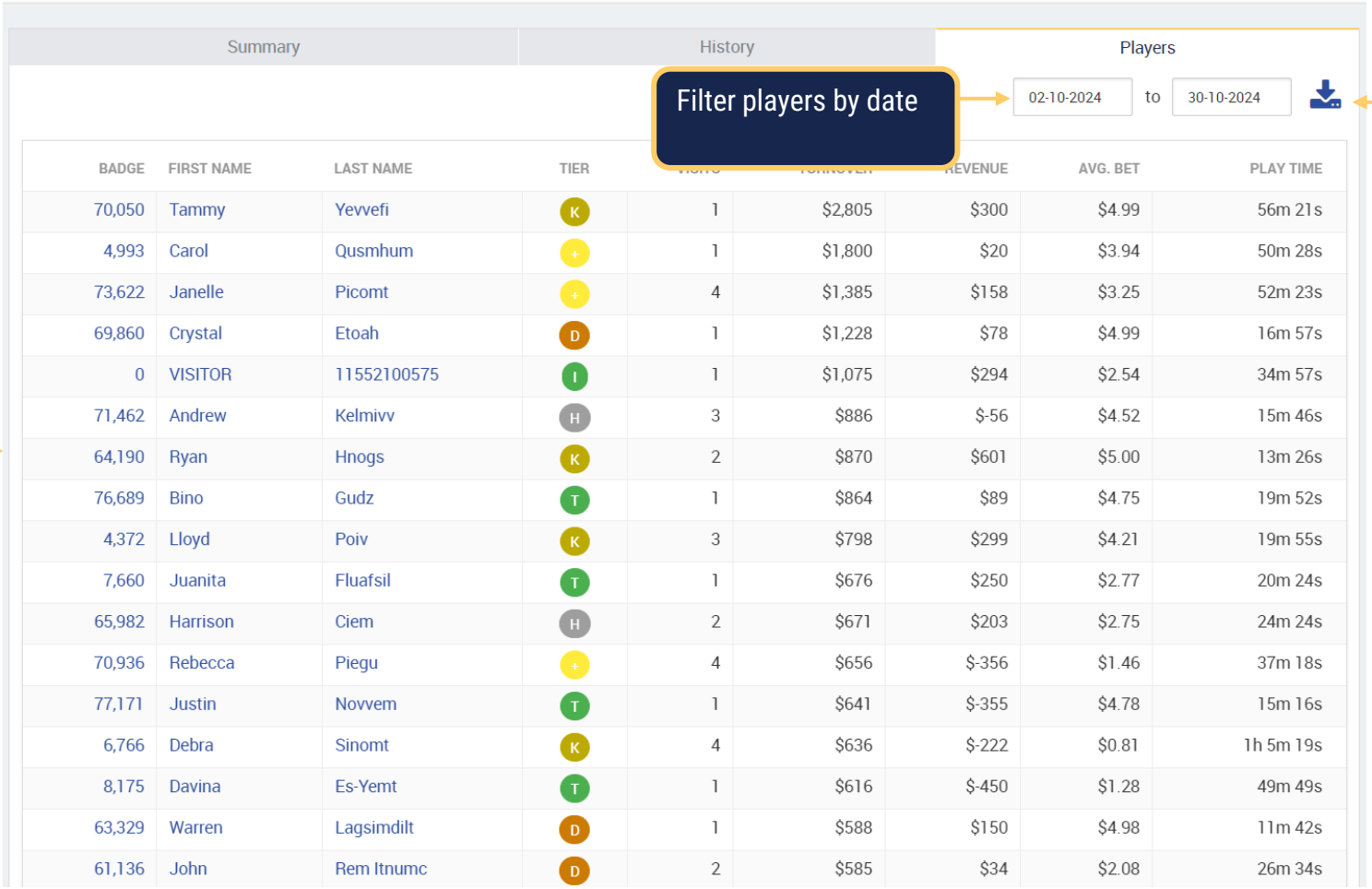
INSTALL DATE	REMOVAL DATE	DAYS	GAME	DENOMINATION	POOL TYPE	MANUFACTURER	SERIAL #	MODEL	ADT	ADR
25/09/2024	**–**	**35**	**PRIZE PARTY - POT O' PRIZES-V**	**1c**	**Stand Alone Progressive**	**Wymac**	**14110238**	**ARCADIA GTU GAMING MACHINE**	**$2,573**	**$362**
15/12/2023	24/09/2024	285	FOREVER EMPEROR - DRAGON TRAIN-V	1c	Linked Progressive	LNW	7262019	SK-1 KASCADA DUAL (V227) CABIN	$8,477	$625
28/11/2022	14/12/2023	381	WILD VIKINGS + - KRAKEN UNLEASHE	1c	Stand Alone Progressive	LNW	7730618	DUALOS X CABINET	$1,770	$147
03/07/2020	27/11/2022	878	MONOPOLY HOTEL TYCOON-V	1c	Stand Alone Progressive	LNW	7730046	DUALOS X CABINET	$4,559	$374

4 records

- **Location History:** Track variations in ADT and ADR as different EGMs occupy this position.
- **Serial History:** Monitor changes in an EGM's performance as it runs different games and moves between positions

View Players

Review accumulated gaming data of players



BADGE	FIRST NAME	LAST NAME	TIER	VISITS	TURNOVER	REVENUE	AVG. BET	PLAY TIME
70,050	Tammy	Yevvefi	K	1	$2,805	$300	$4.99	56m 21s
4,993	Carol	Qusmhum	+	1	$1,800	$20	$3.94	50m 28s
73,622	Janelle	Picomt	+	4	$1,385	$158	$3.25	52m 23s
69,860	Crystal	Etoah	D	1	$1,228	$78	$4.99	16m 57s
0	VISITOR	11552100575	I	1	$1,075	$294	$2.54	34m 57s
71,462	Andrew	Kelmivv	H	3	$886	$-56	$4.52	15m 46s
64,190	Ryan	Hnogs	K	2	$870	$601	$5.00	13m 26s
76,689	Bino	Gudz	T	1	$864	$89	$4.75	19m 52s
4,372	Lloyd	Poiv	K	3	$798	$299	$4.21	19m 55s
7,660	Juanita	Fluafsil	T	1	$676	$250	$2.77	20m 24s
65,982	Harrison	Ciem	H	2	$671	$203	$2.75	24m 24s
70,936	Rebecca	Piegu	+	4	$656	$-356	$1.46	37m 18s
77,171	Justin	Novvem	T	1	$641	$-355	$4.78	15m 16s
6,766	Debra	Sinomt	K	4	$636	$-222	$0.81	1h 5m 19s
8,175	Davina	Es-Yemt	T	1	$616	$-450	$1.28	49m 49s
63,329	Warren	Lagsimdilt	D	1	$588	$150	$4.98	11m 42s
61,136	John	Rem Itnumc	D	2	$585	$34	$2.08	26m 34s

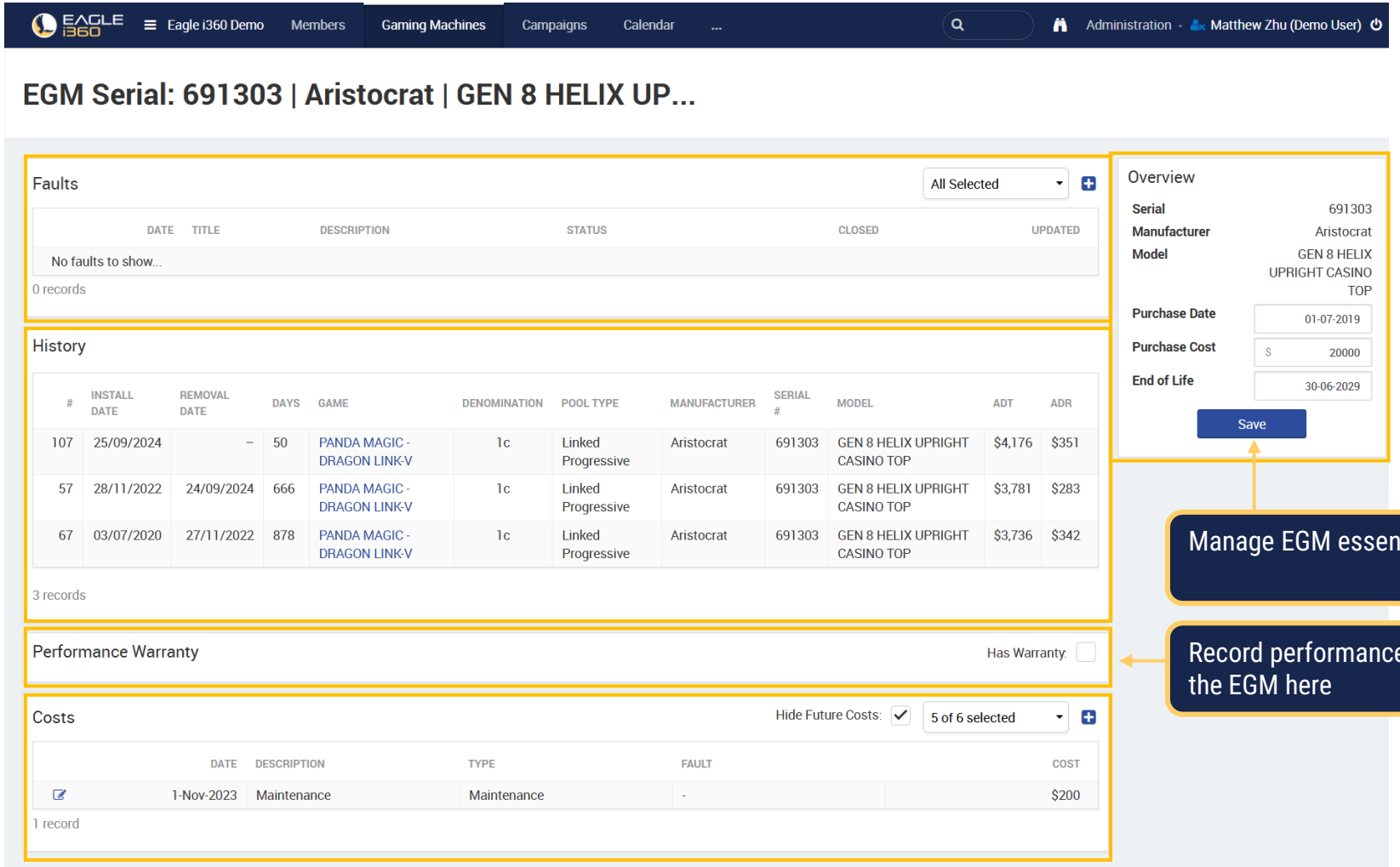
EGM Management

You can review the EGM Management page for each EGM accordingly by clicking the Game hyperlink on the corresponding Gaming Management page

Review and manage EGM faults

Track EGM positions and games history

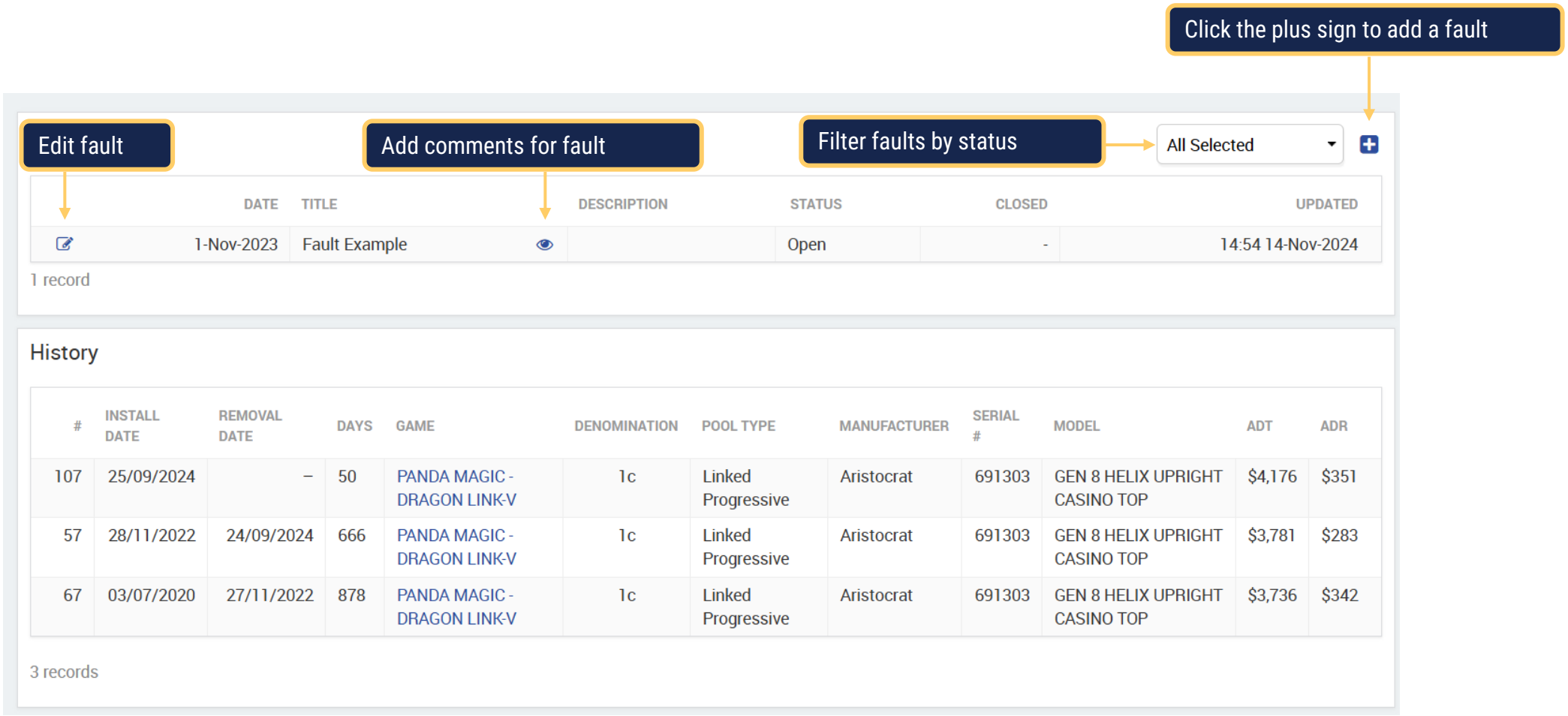
Review and track all types of costs on the EGM



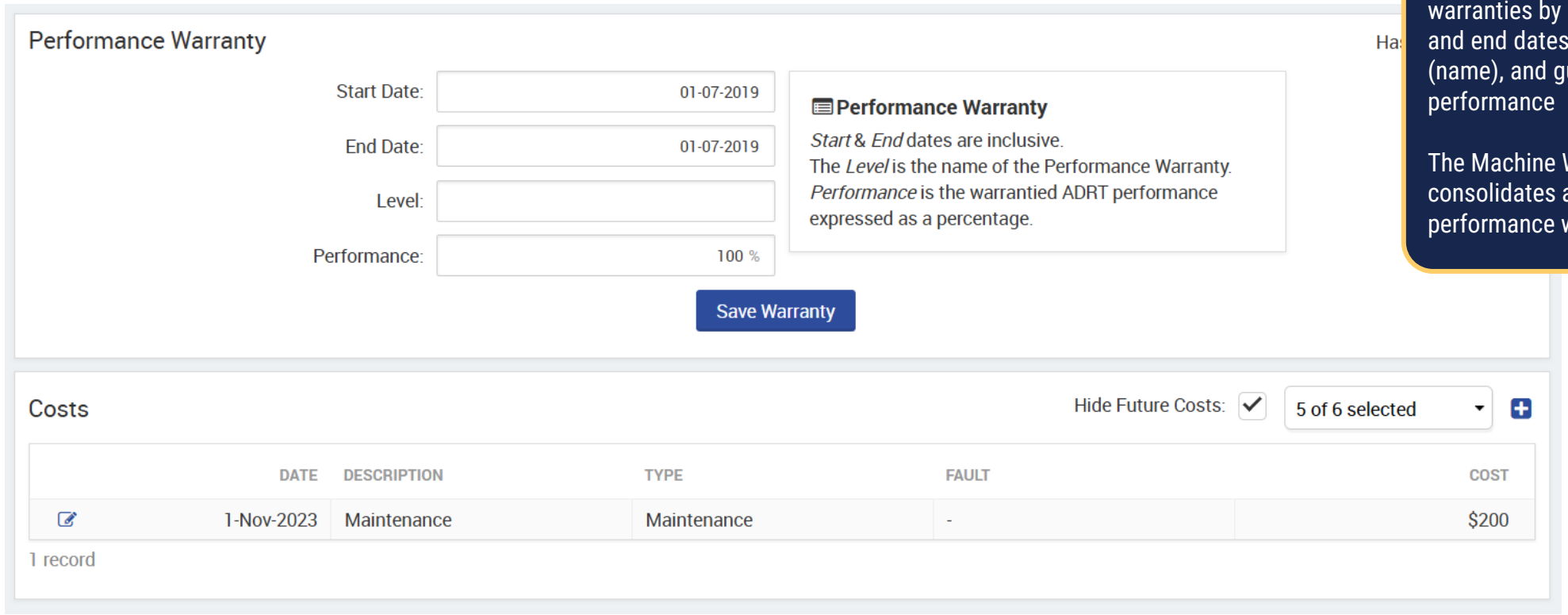
Manage EGM essential information here

Record performance warranty details for the EGM here

EGM Fault management



EGM Warranty and Costs



Document EGM performance warranties by entering the start and end dates, warranty level (name), and guaranteed ADRT performance

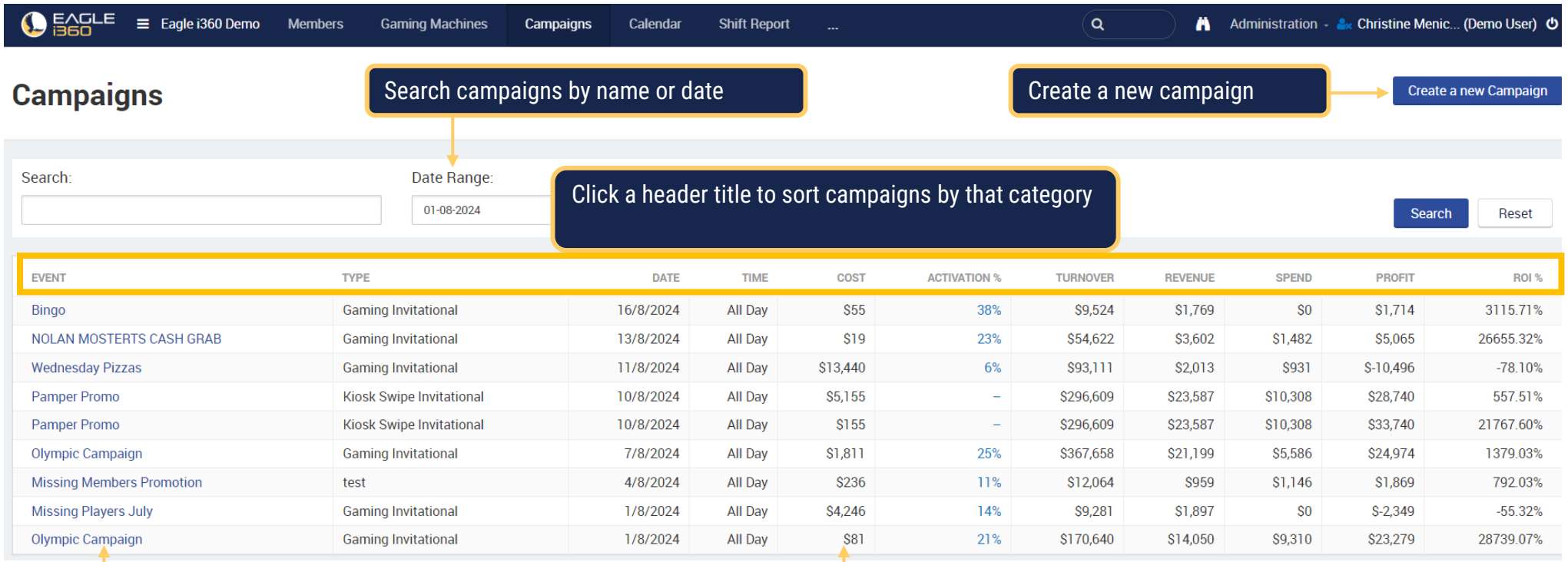
The Machine Warranty Report consolidates all EGM performance warranty details

Monitor all EGM-related costs, including maintenance, relocations, daily fees, conversions, and recurring expenses, providing crucial data for calculating the EGM's ROI

Campaign Management

Managing Campaigns

Click the campaigns tab on the navigation bar to review all scheduled campaigns



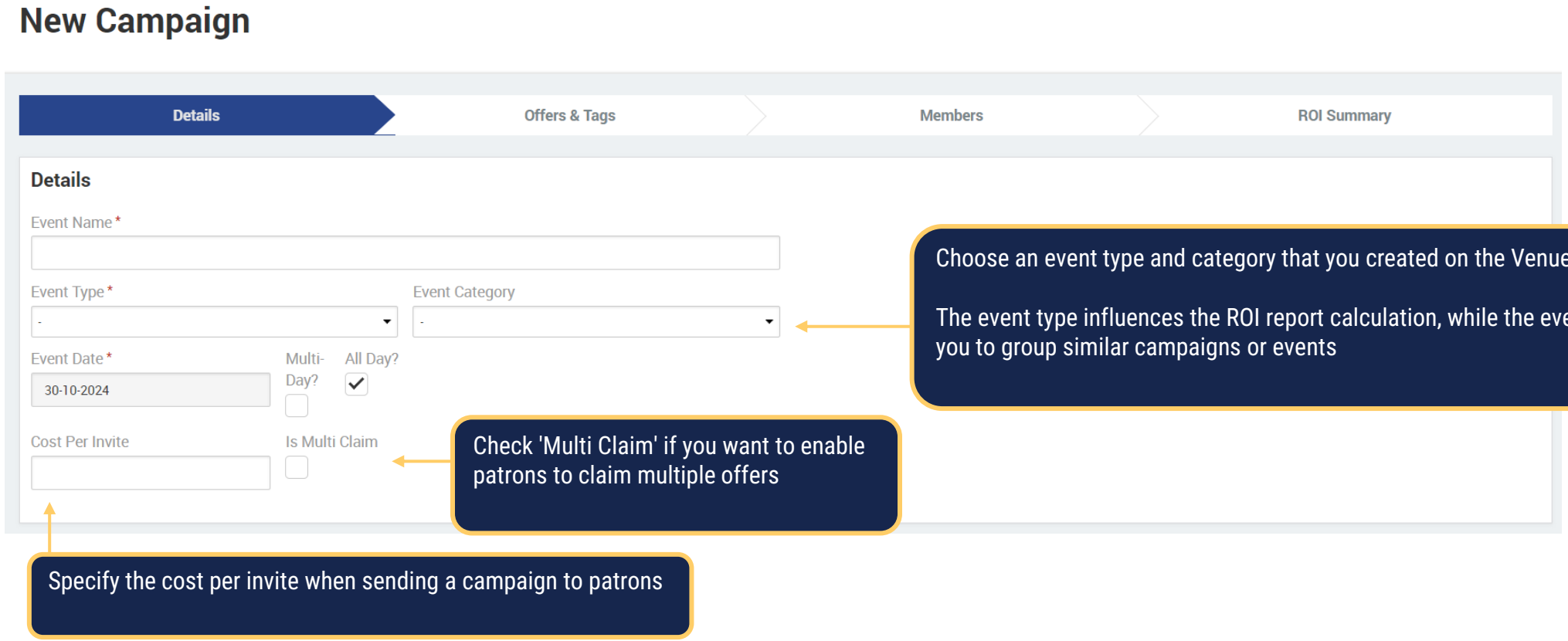
EVENT	TYPE	DATE	TIME	COST	ACTIVATION %	TURNOVER	REVENUE	SPEND	PROFIT	ROI %
Bingo	Gaming Invitational	16/8/2024	All Day	$55	38%	$9,524	$1,769	$0	$1,714	3115.71%
NOLAN MOSTERTS CASH GRAB	Gaming Invitational	13/8/2024	All Day	$19	23%	$54,622	$3,602	$1,482	$5,065	26655.32%
Wednesday Pizzas	Gaming Invitational	11/8/2024	All Day	$13,440	6%	$93,111	$2,013	$931	$-10,496	-78.10%
Pamper Promo	Kiosk Swipe Invitational	10/8/2024	All Day	$5,155	–	$296,609	$23,587	$10,308	$28,740	557.51%
Pamper Promo	Kiosk Swipe Invitational	10/8/2024	All Day	$155	–	$296,609	$23,587	$10,308	$33,740	21767.60%
Olympic Campaign	Gaming Invitational	7/8/2024	All Day	$1,811	25%	$367,658	$21,199	$5,586	$24,974	1379.03%
Missing Members Promotion	test	4/8/2024	All Day	$236	11%	$12,064	$959	$1,146	$1,869	792.03%
Missing Players July	Gaming Invitational	1/8/2024	All Day	$4,246	14%	$9,281	$1,897	$0	$-2,349	-55.32%
Olympic Campaign	Gaming Invitational	1/8/2024	All Day	$81	21%	$170,640	$14,050	$9,310	$23,279	28739.07%

Click to review details of a campaign, including ROI summary and activities of invited members

Review the summary of each campaign

Creating Campaigns

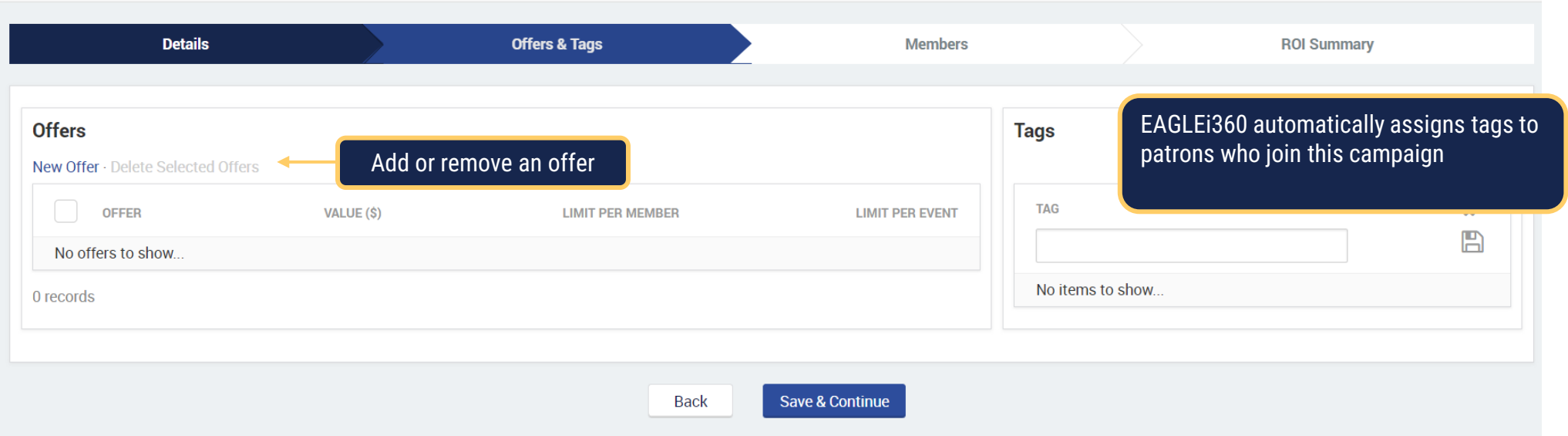
Step 1: Entering campaign details

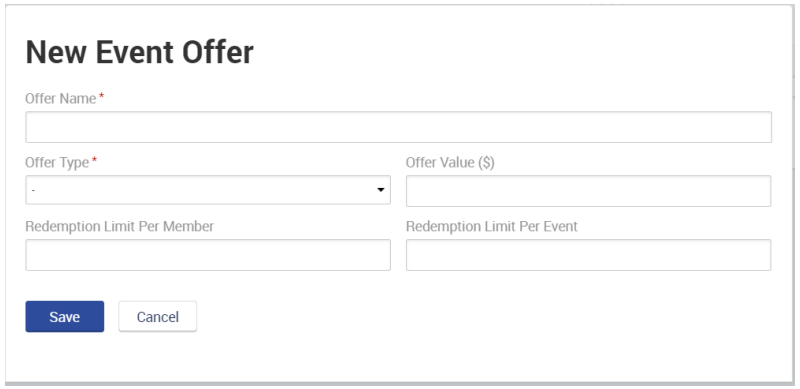


Check 'Multi-Day' to create a campaign that will last for continuous days. Invited patrons can ONLY join this campaign once during the period

Creating Campaigns continued

Step 2: Setting offers and tags



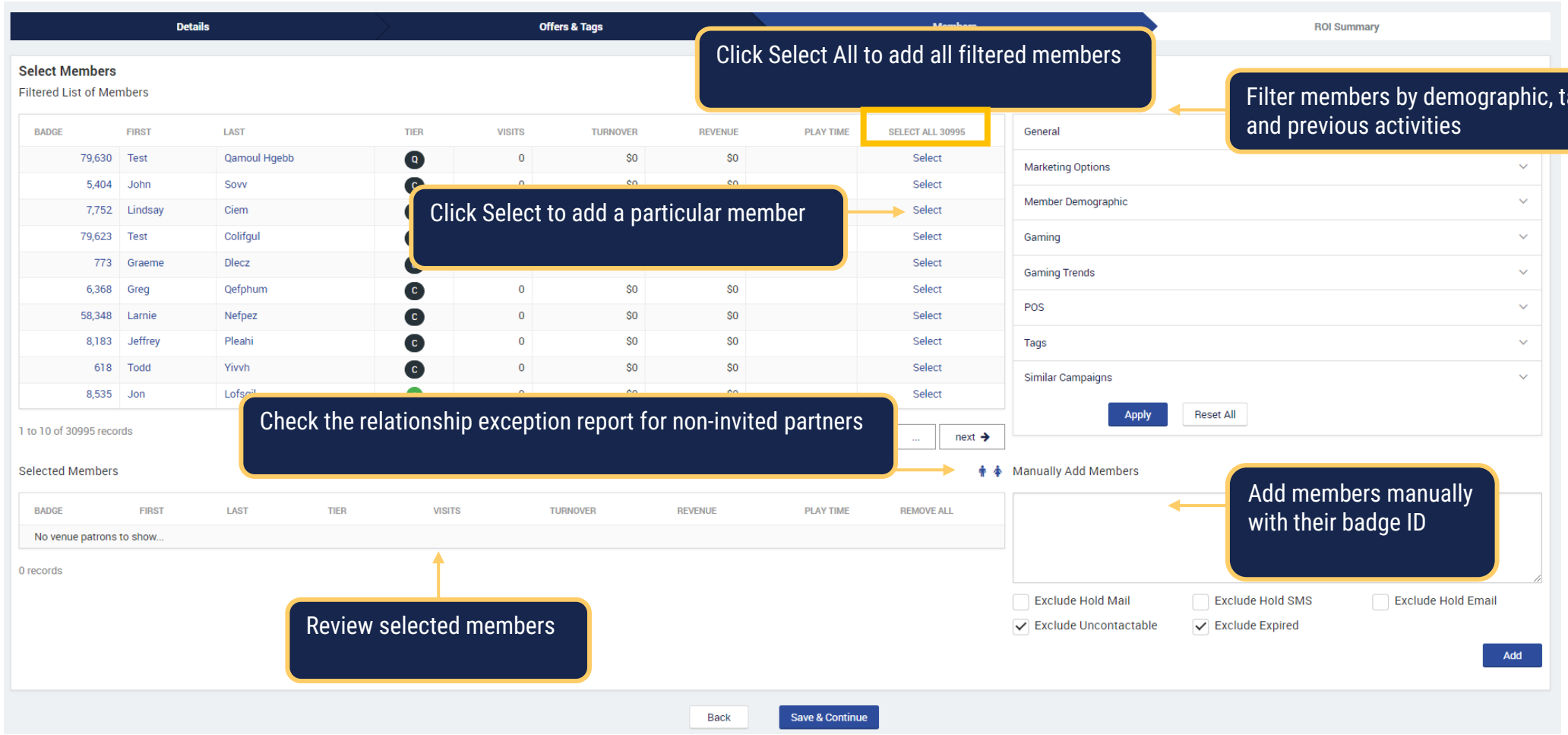


Accurately recording your Event Offers allows EAGLEi360 to calculate redemption costs for the campaign. By selecting the correct Event Type in the previous step, EAGLEi360 can identify eligible patrons who have joined the campaign and calculates the associated offer costs

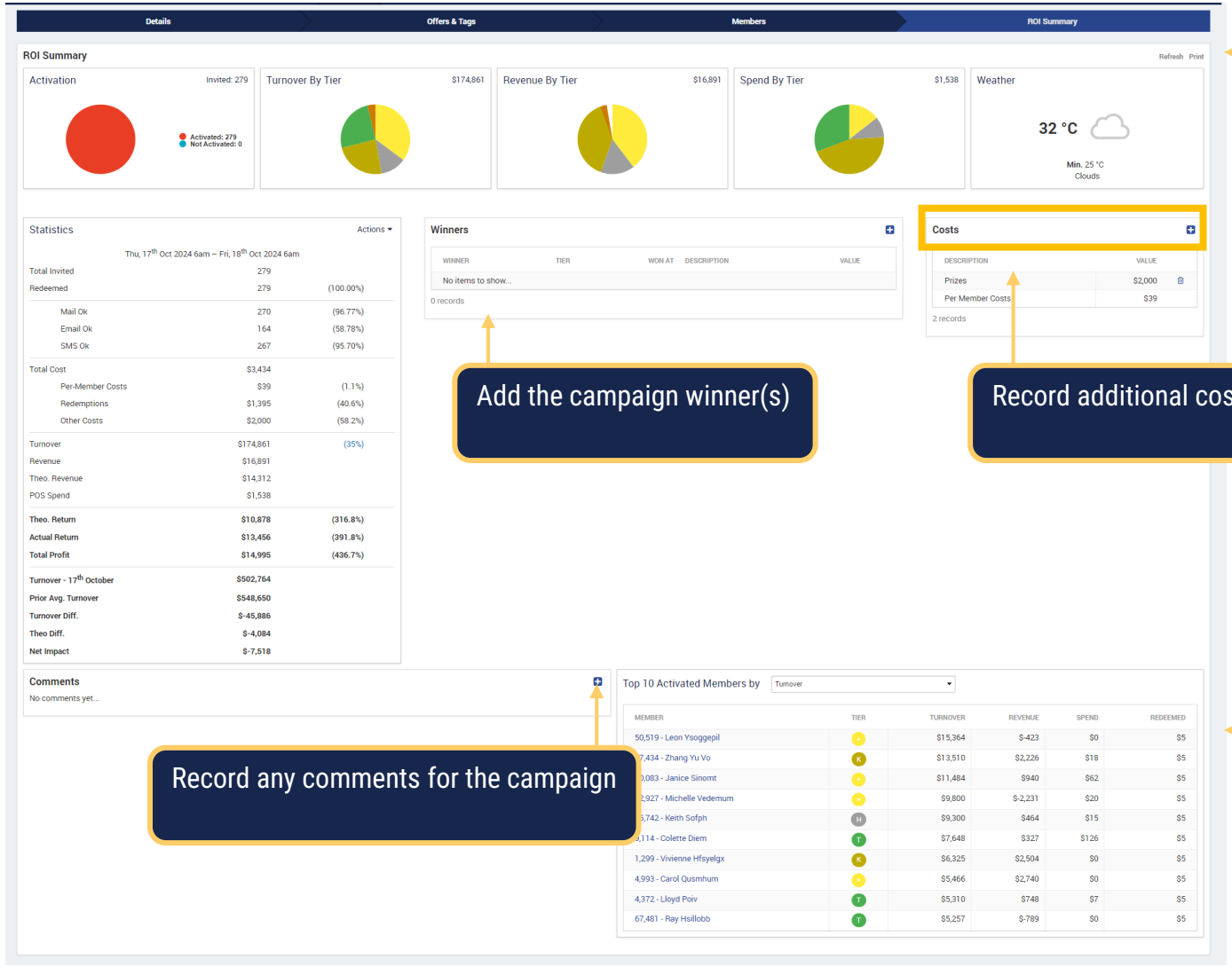
A value of 0 or an empty field for Redemption Limit Per Member and Redemption Limit Per Event signifies unlimited redemptions

Creating Campaigns continued

Step 3: Inviting members



Reviewing Campaign ROI Reports



Select Refresh to calculate the ROI of the campaign

Add the campaign winner(s)

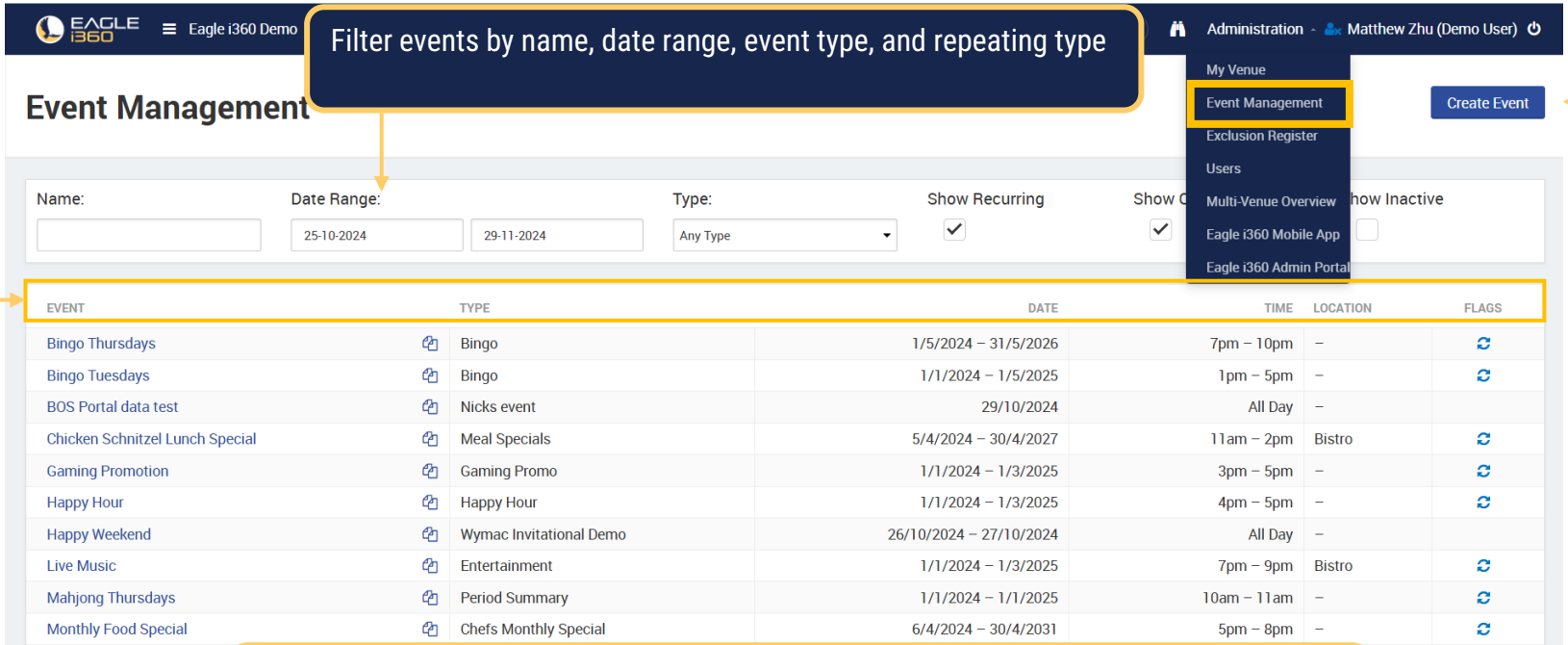
Record additional costs for the campaign

Record any comments for the campaign

Review the top 10 patrons by turnover, revenue, spend, or redeemed

Event Management

Managing Events



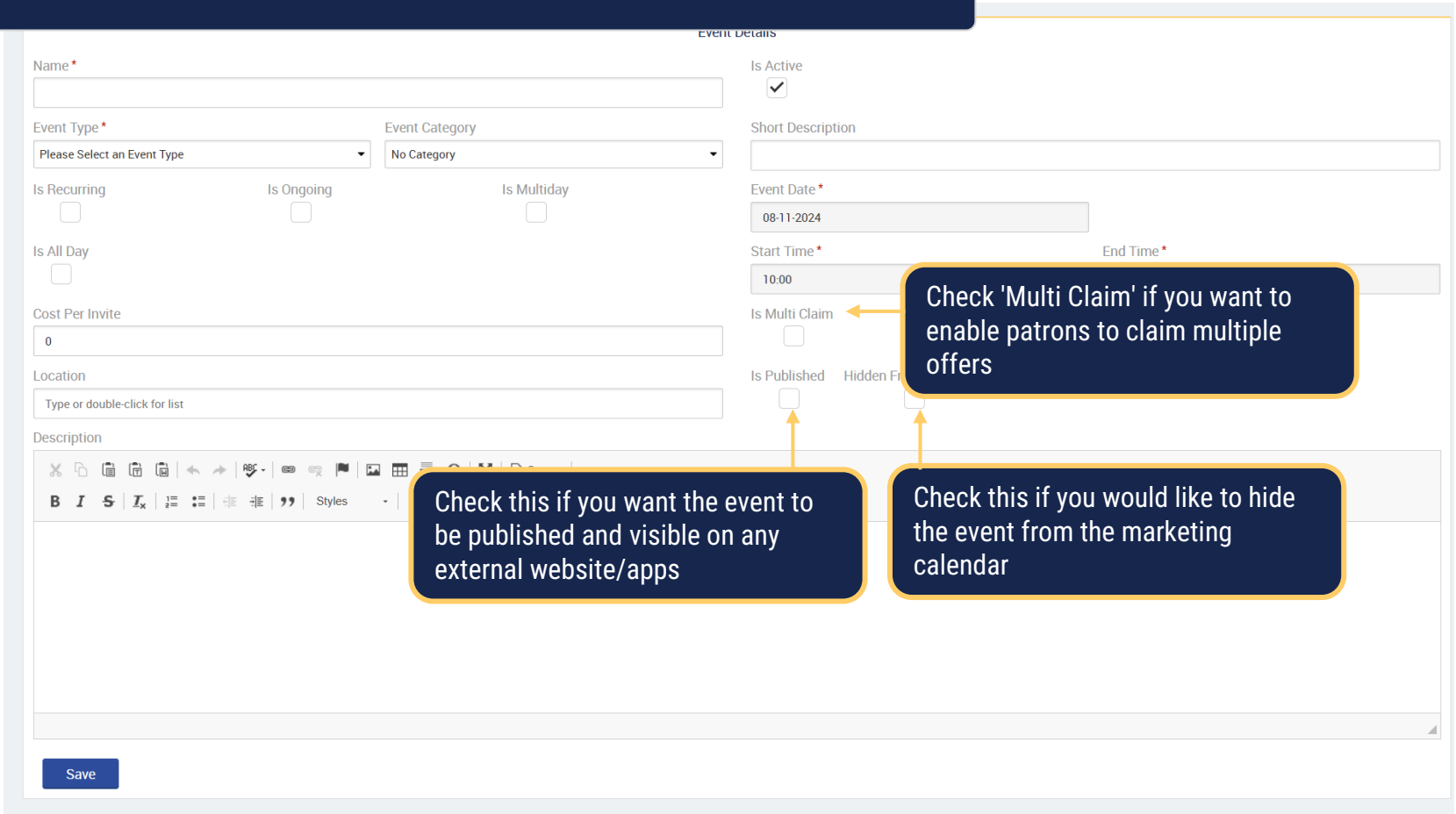
Click **Administration** on the navigation bar, then Event Management to access the Event Management page, where you can review all events and campaigns, with campaigns being a subset of events oriented to all members

Creating Events

Step 1: Entering event details

Enter the **Event Name** and then select **Event Type** and **Event Category**

The Event Type will determine ROI calculation and EAGLEi360 consolidates all events with the same category

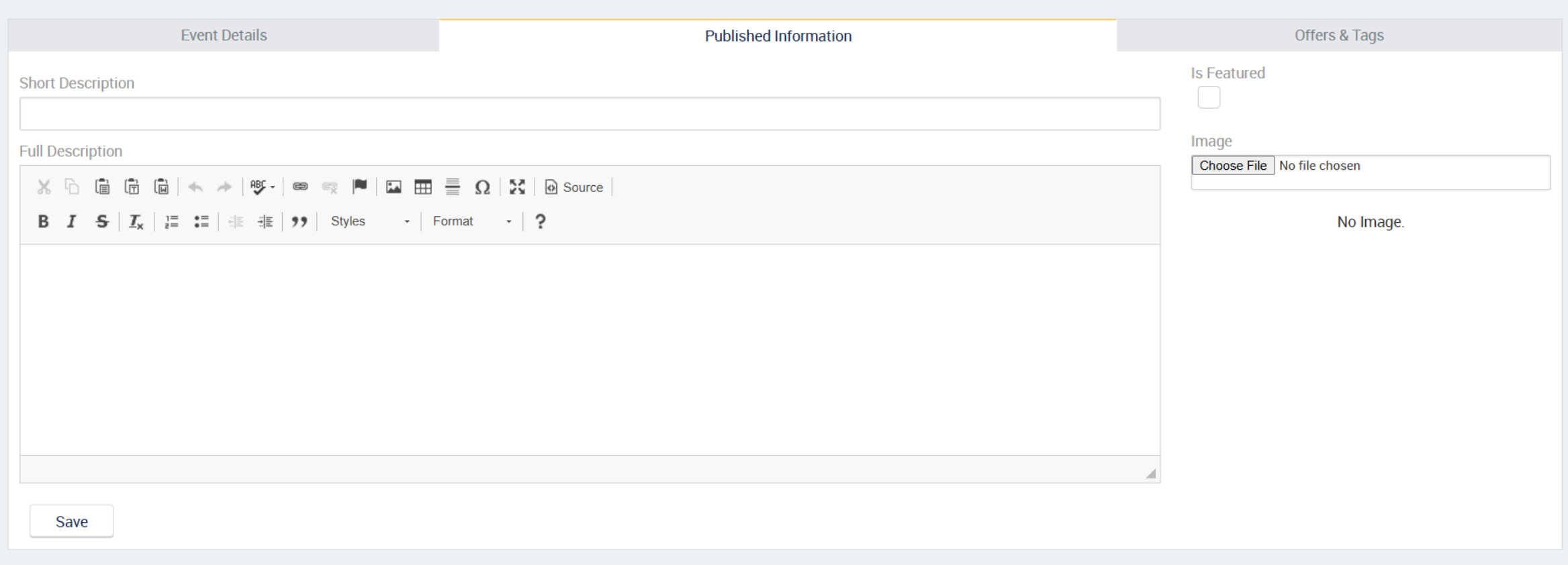


Repeating Types:
Is Recurring: Mark the event as recurring and set up a recurring schedule
Is Ongoing: Mark the event as ongoing and set up a start, end date and time
Is Multiday: Mark the event as multiday and set up a start, end dates and time periods for those days

Creating Events continued

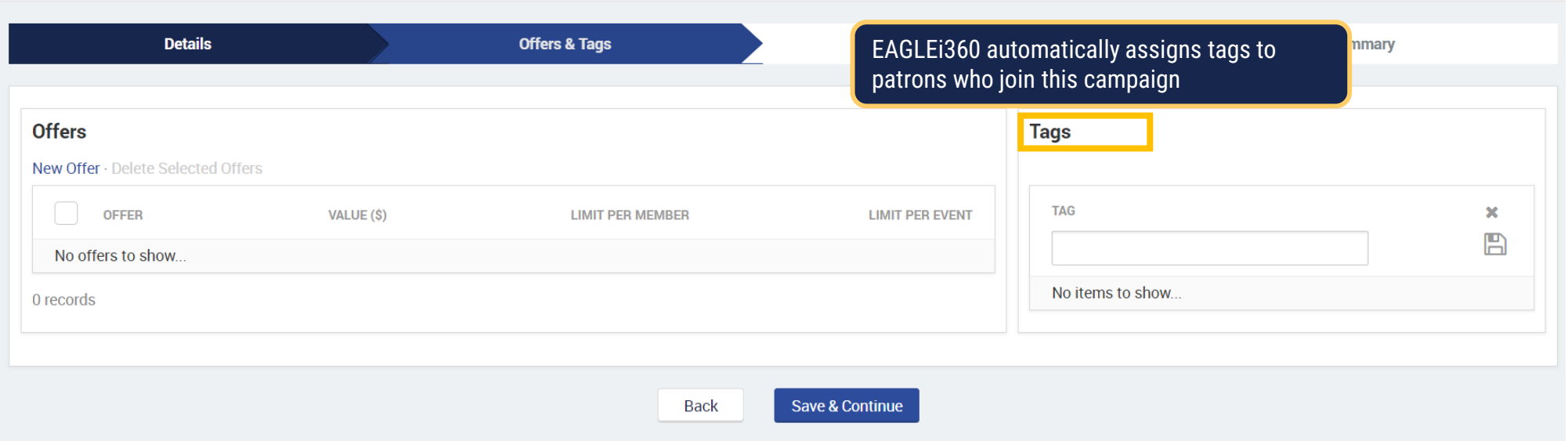
Step 2: Entering published information

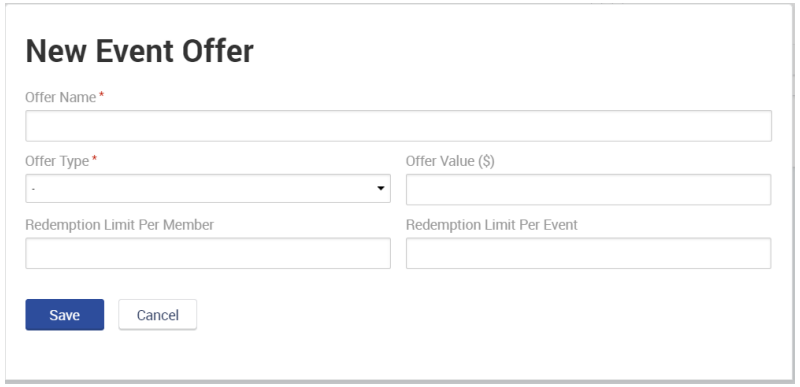
The calendar API can share the event description and images with external systems, such as the venue's website or mobile app



Creating Campaigns continued

Step 3: Setting offers & tags



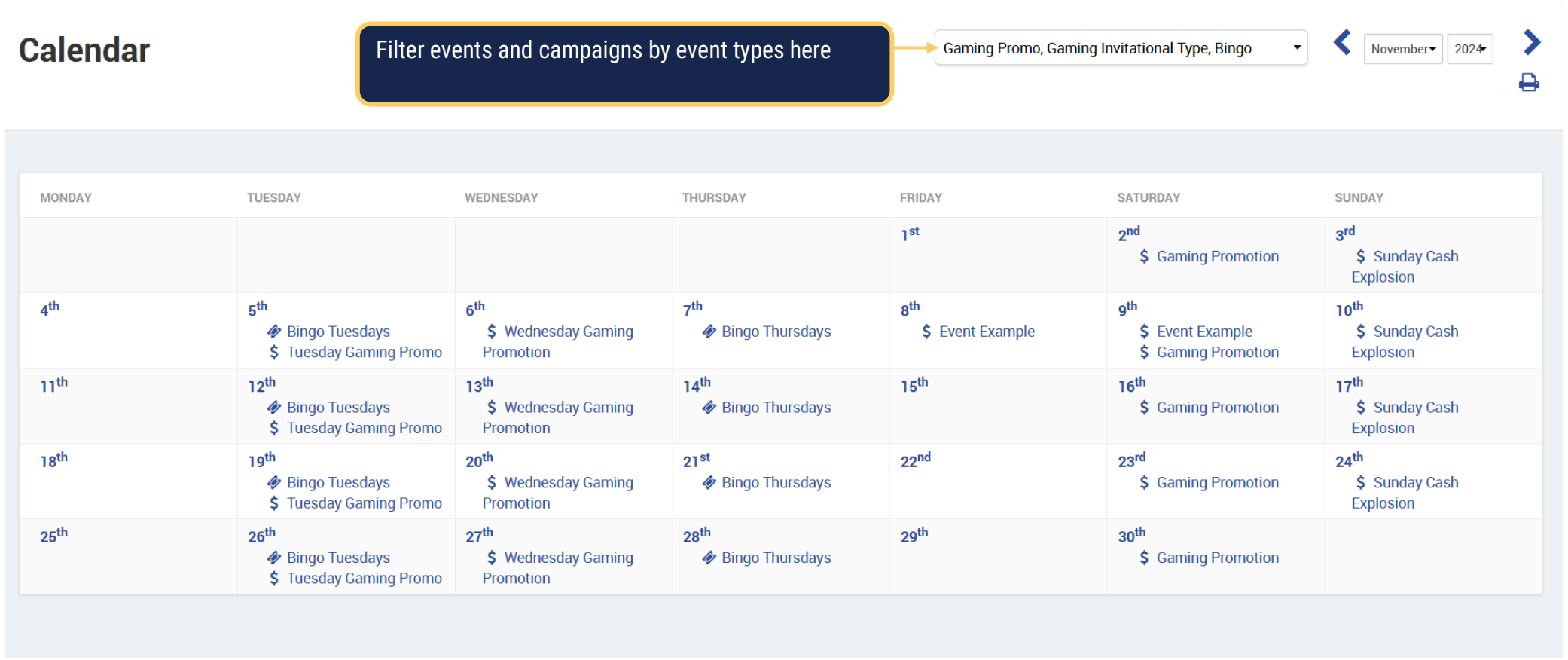


Accurately recording your Event Offers allows EAGLEi360 to calculate redemption costs for the campaign. By selecting the correct Event Type, EAGLEi360 can identify eligible patrons who have joined the campaign and calculates the associated offer costs

A value of 0 or an empty field for Redemption Limit Per Member and Redemption Limit Per Event signifies unlimited redemption

Using the Marketing Calendar

Review events and campaigns through the Marketing Calendar

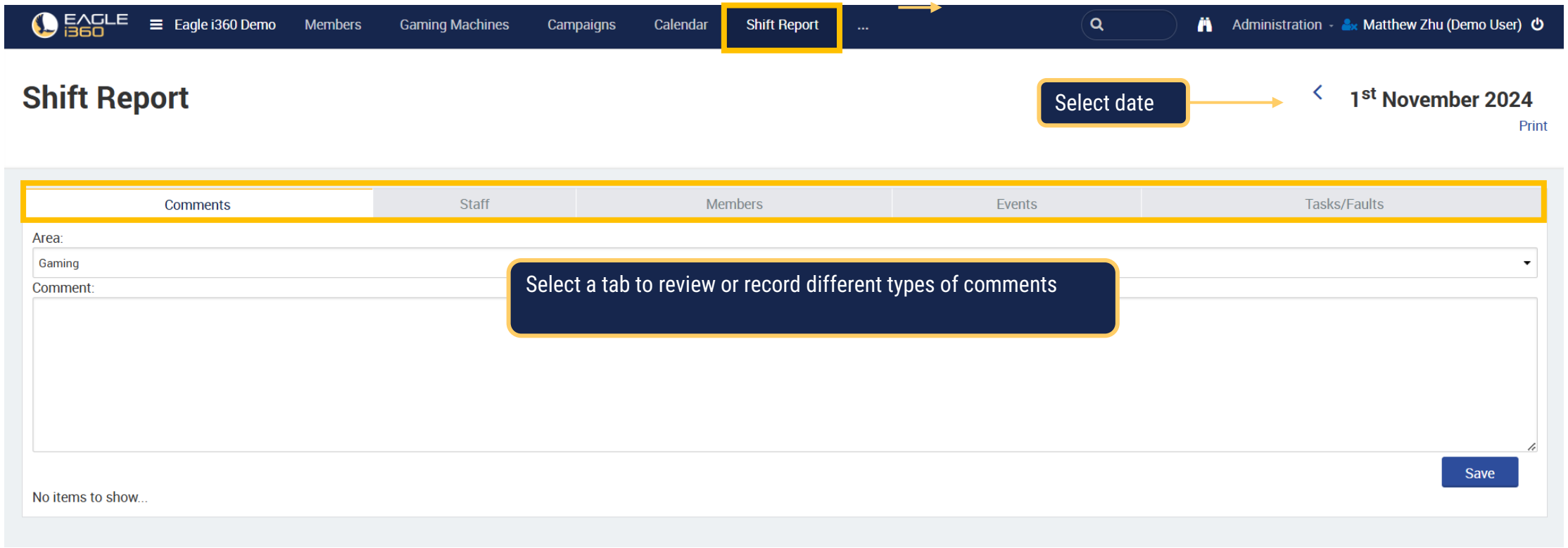


MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1st	2nd $ Gaming Promotion	3rd $ Sunday Cash Explosion
4th	5th Bingo Tuesdays $ Tuesday Gaming Promo	6th $ Wednesday Gaming Promotion	7th Bingo Thursdays	8th $ Event Example	9th $ Event Example $ Gaming Promotion	10th $ Sunday Cash Explosion
11th	12th Bingo Tuesdays $ Tuesday Gaming Promo	13th $ Wednesday Gaming Promotion	14th Bingo Thursdays	15th	16th $ Gaming Promotion	17th $ Sunday Cash Explosion
18th	19th Bingo Tuesdays $ Tuesday Gaming Promo	20th $ Wednesday Gaming Promotion	21st Bingo Thursdays	22nd	23rd $ Gaming Promotion	24th $ Sunday Cash Explosion
25th	26th Bingo Tuesdays $ Tuesday Gaming Promo	27th $ Wednesday Gaming Promotion	28th Bingo Thursdays	29th	30th $ Gaming Promotion	

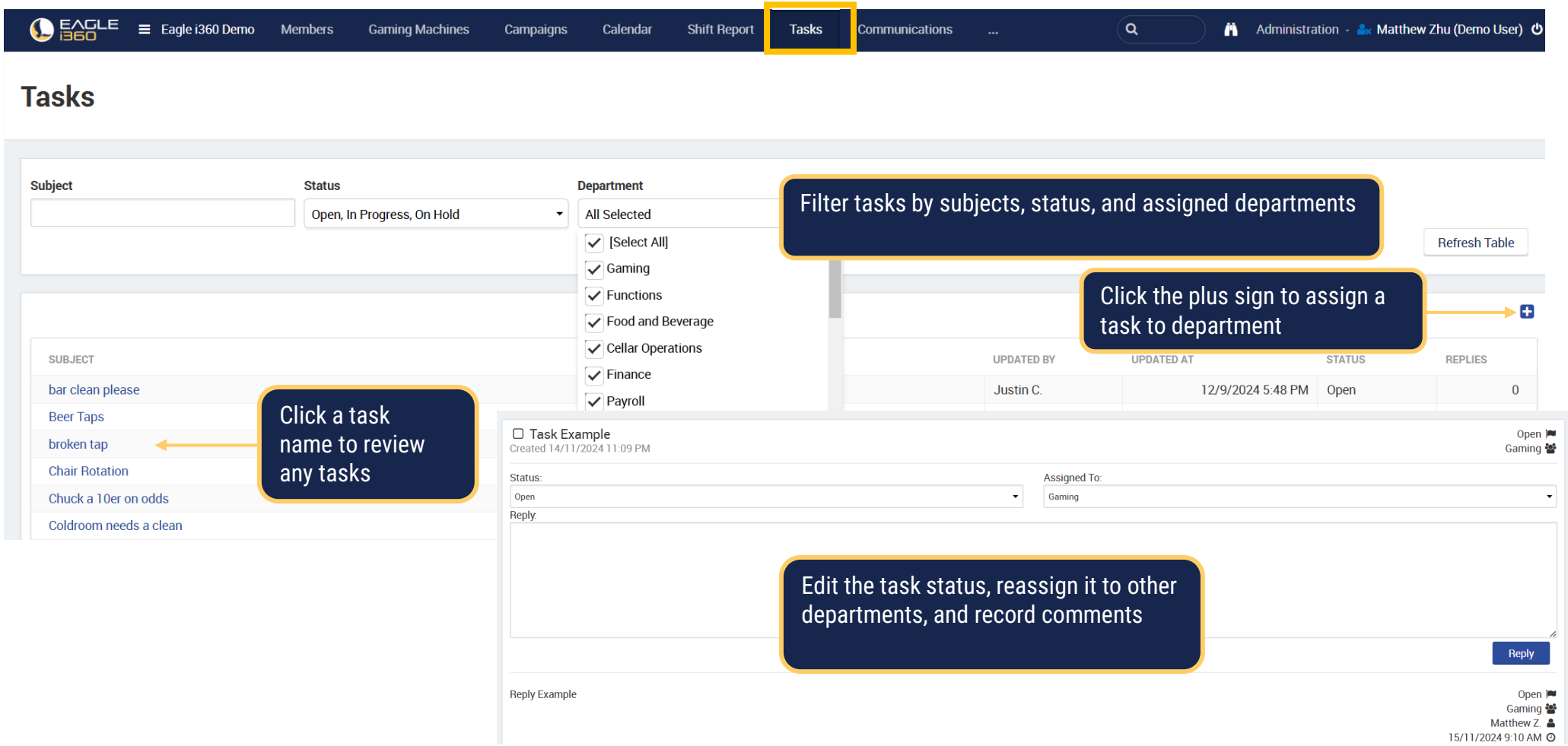
Shift Report & Tasks

Shift Report Overview

The Shift Report tool is a daily record of operations, including comments on trade, members, staff and events by department.
Shift reports are emailed to managers every morning with a complete report of the previous day's trade

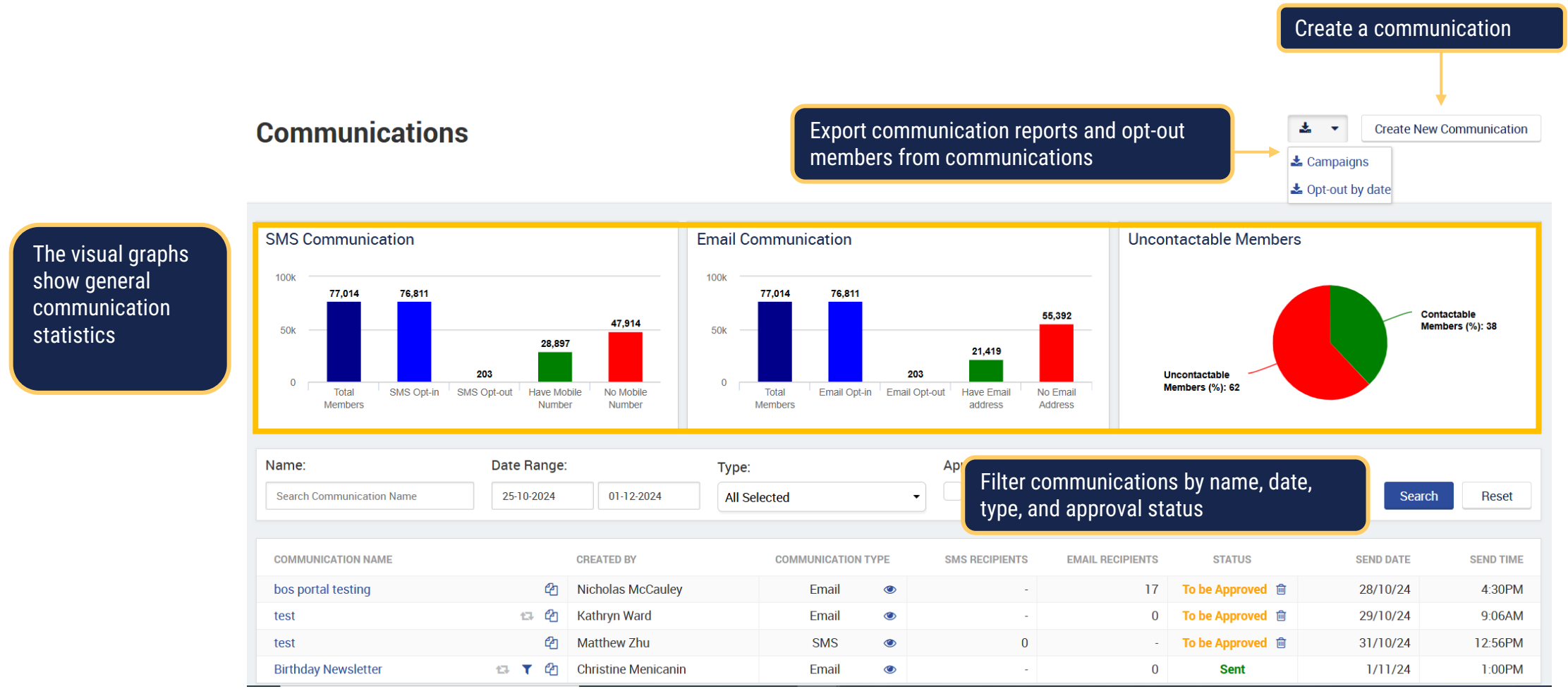


Managing Tasks



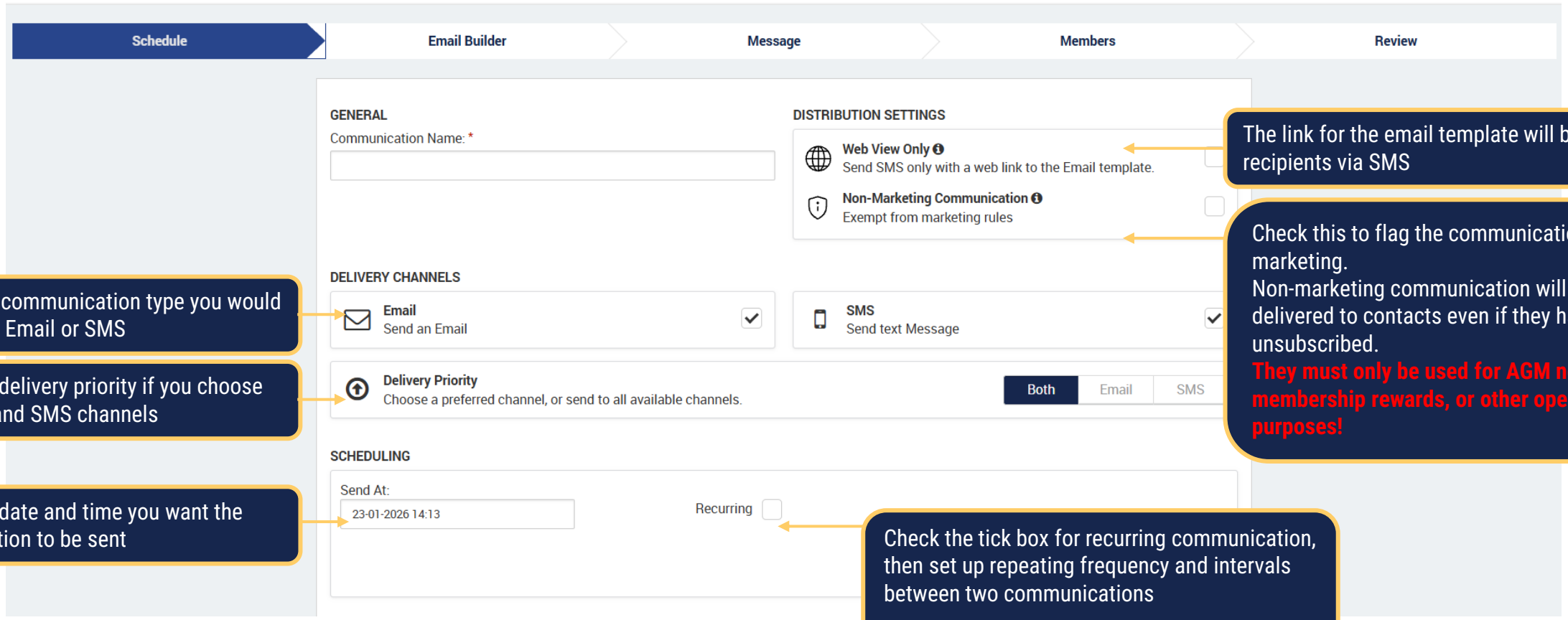
Communications

Communications Dashboard



Creating a Campaign

Step 1: Setting communication type and time



Check what communication type you would like to send, Email or SMS

Choose the delivery priority if you choose both email and SMS channels

Choose the date and time you want the communication to be sent

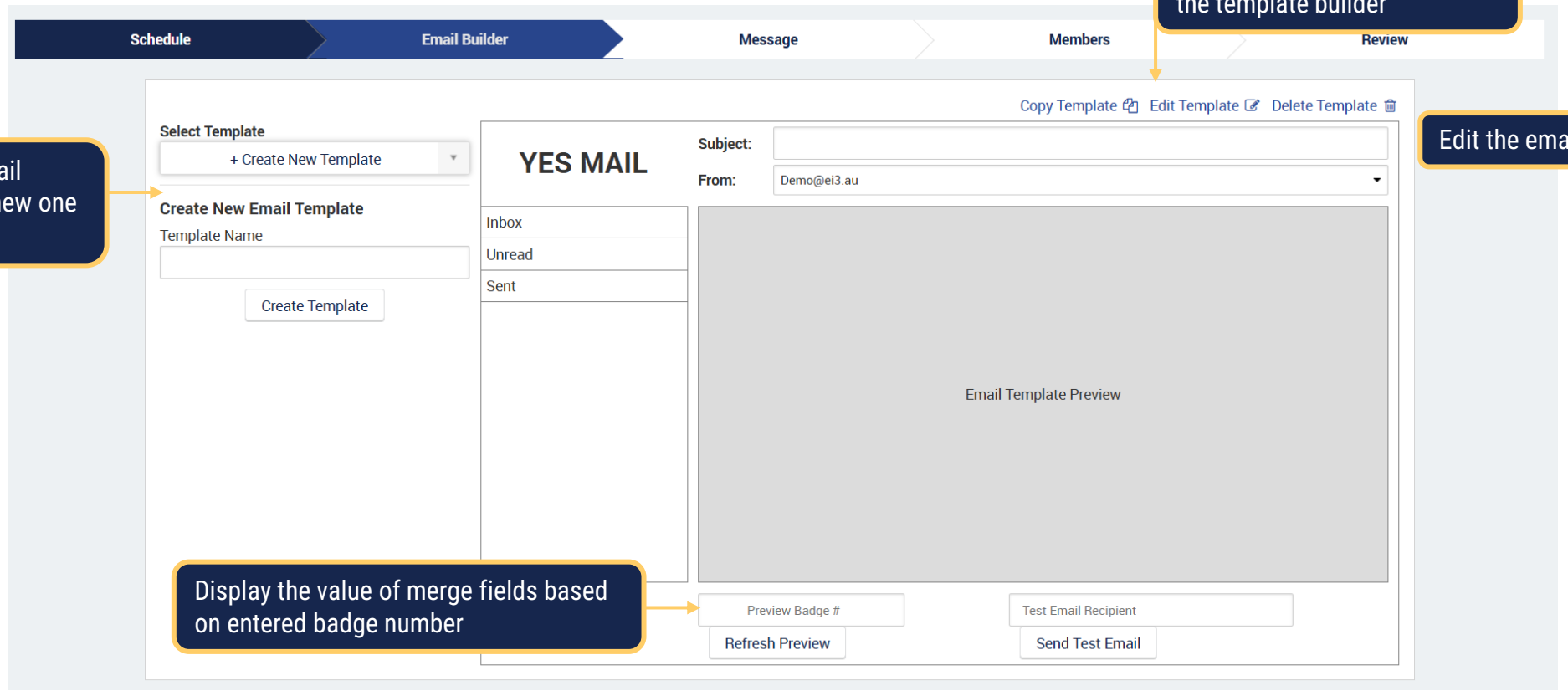
The link for the email template will be sent to recipients via SMS

Check this to flag the communication as non-marketing.
Non-marketing communication will be delivered to contacts even if they have unsubscribed.
They must only be used for AGM notices, membership rewards, or other operational purposes!

Check the tick box for recurring communication, then set up repeating frequency and intervals between two communications

Creating a Campaign continued

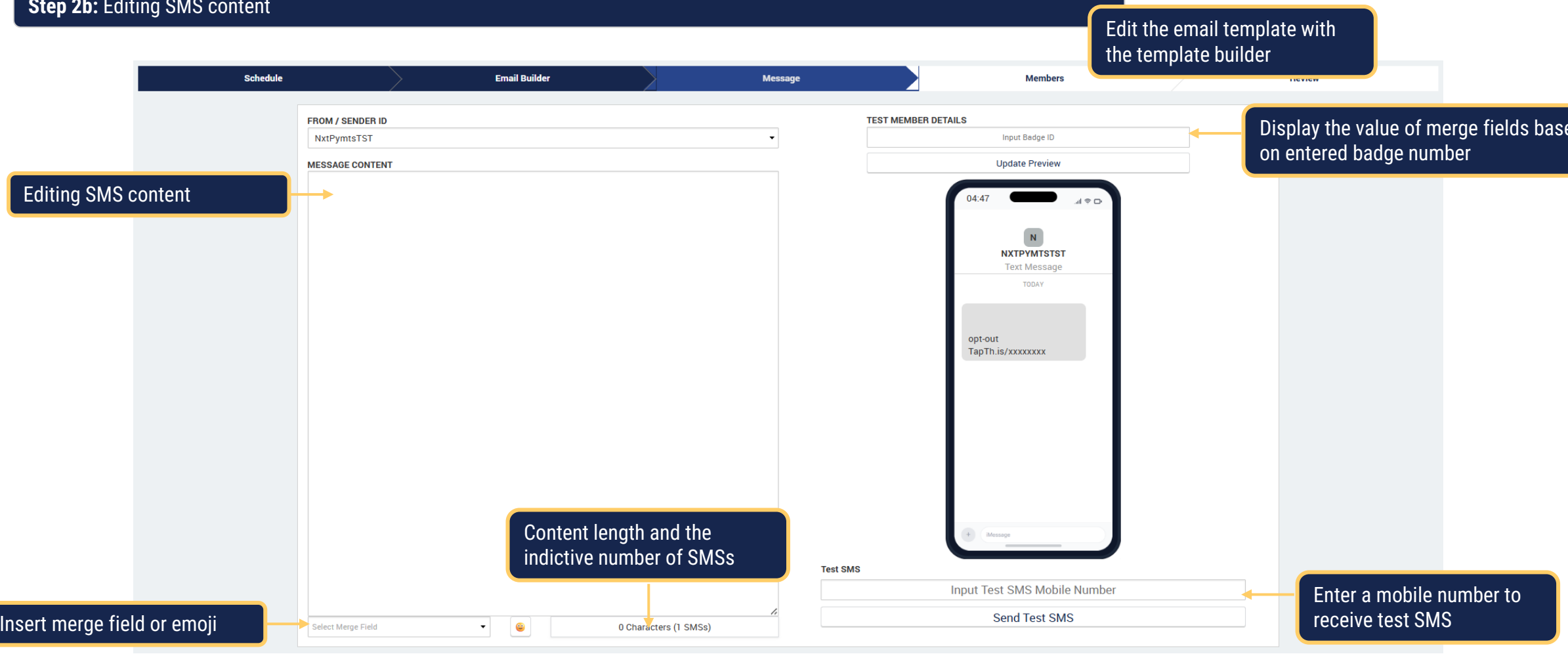
Step 2a: Setting email template and subject



Merge field *- is a placeholder that dynamically inserts personalised data into emails based on information stored in Eagle i360. When the email is sent to recipients, the merge field is replaced with the actual data relevant to each individual.*

Creating a Campaign continued

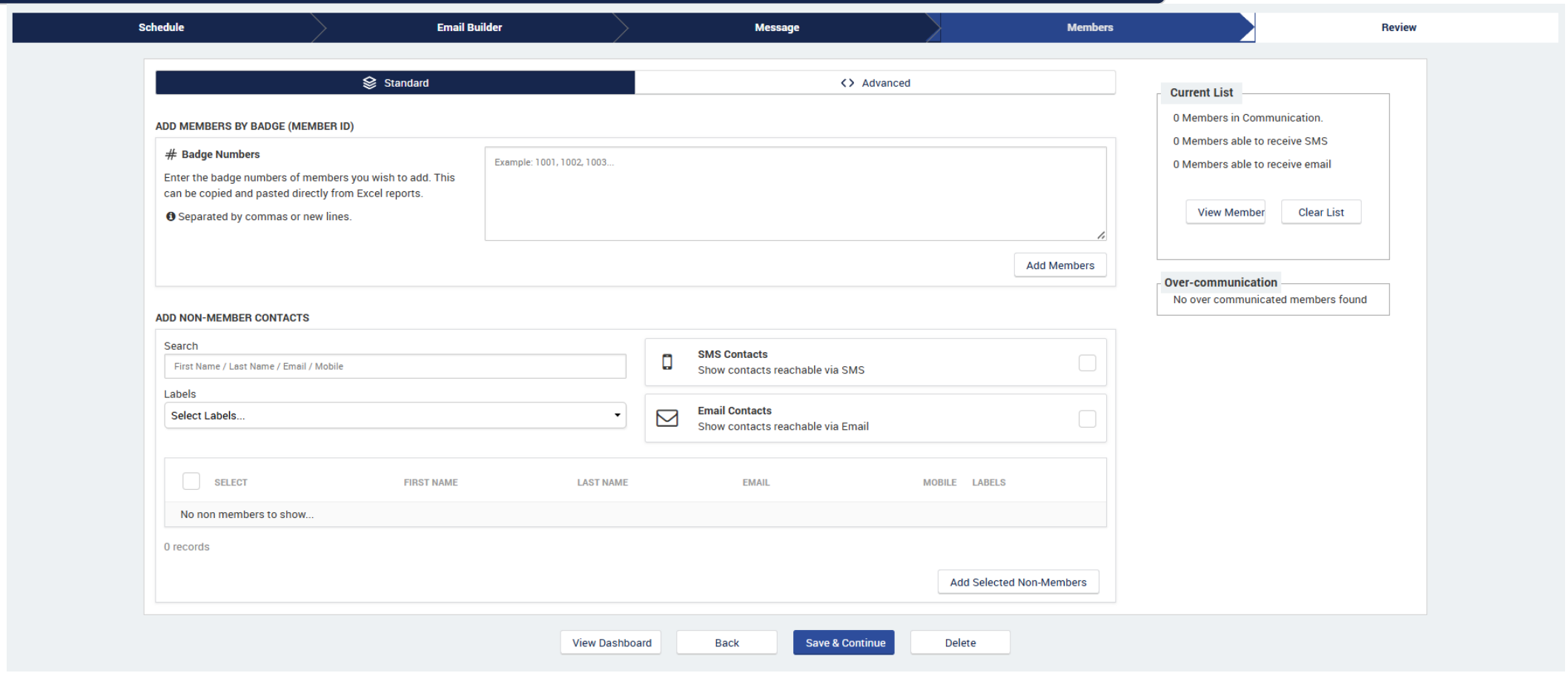
Step 2b: Editing SMS content



The actual SMS length and the number of SMSs may vary, as the unsubscribe link will be included. A single SMS contains up to 140 characters. Content longer than 140 characters will be split into multiple SMSs.

Creating a Campaign continued

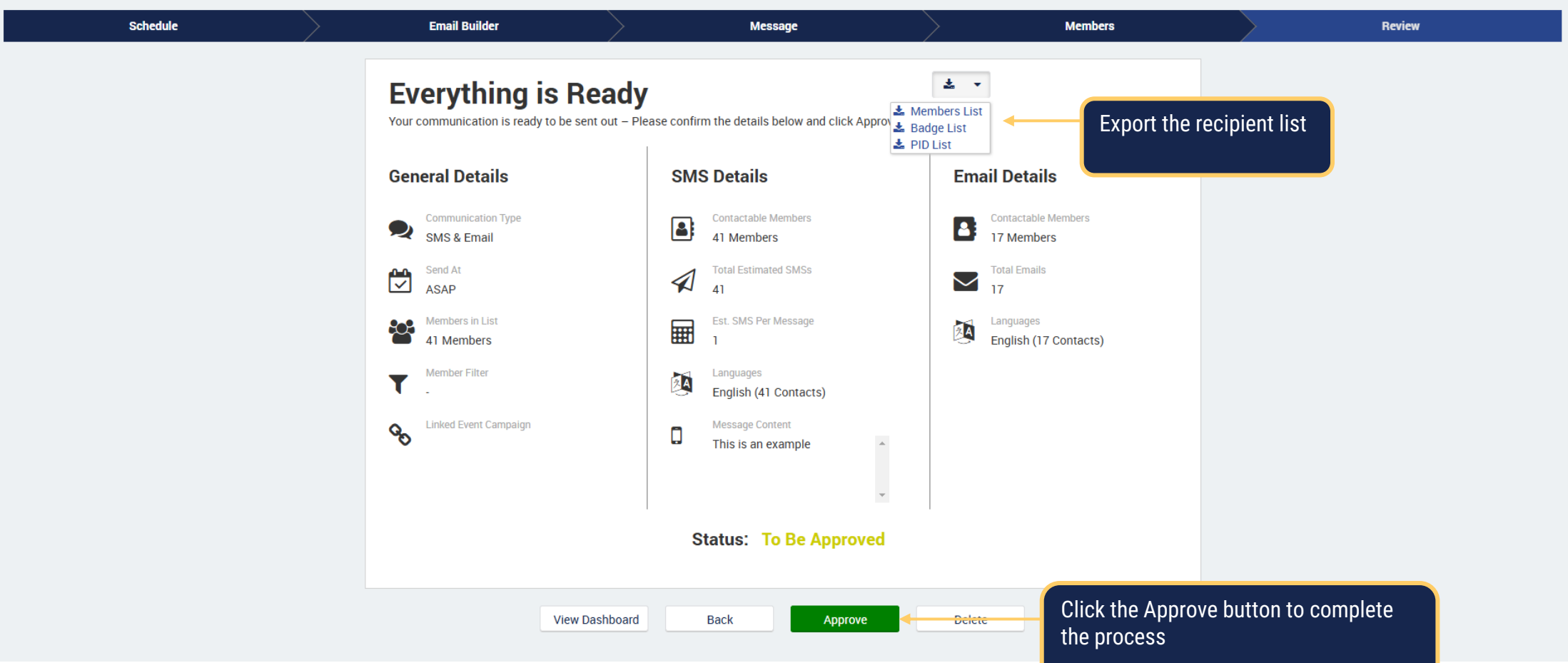
Step 3: Setting recipients



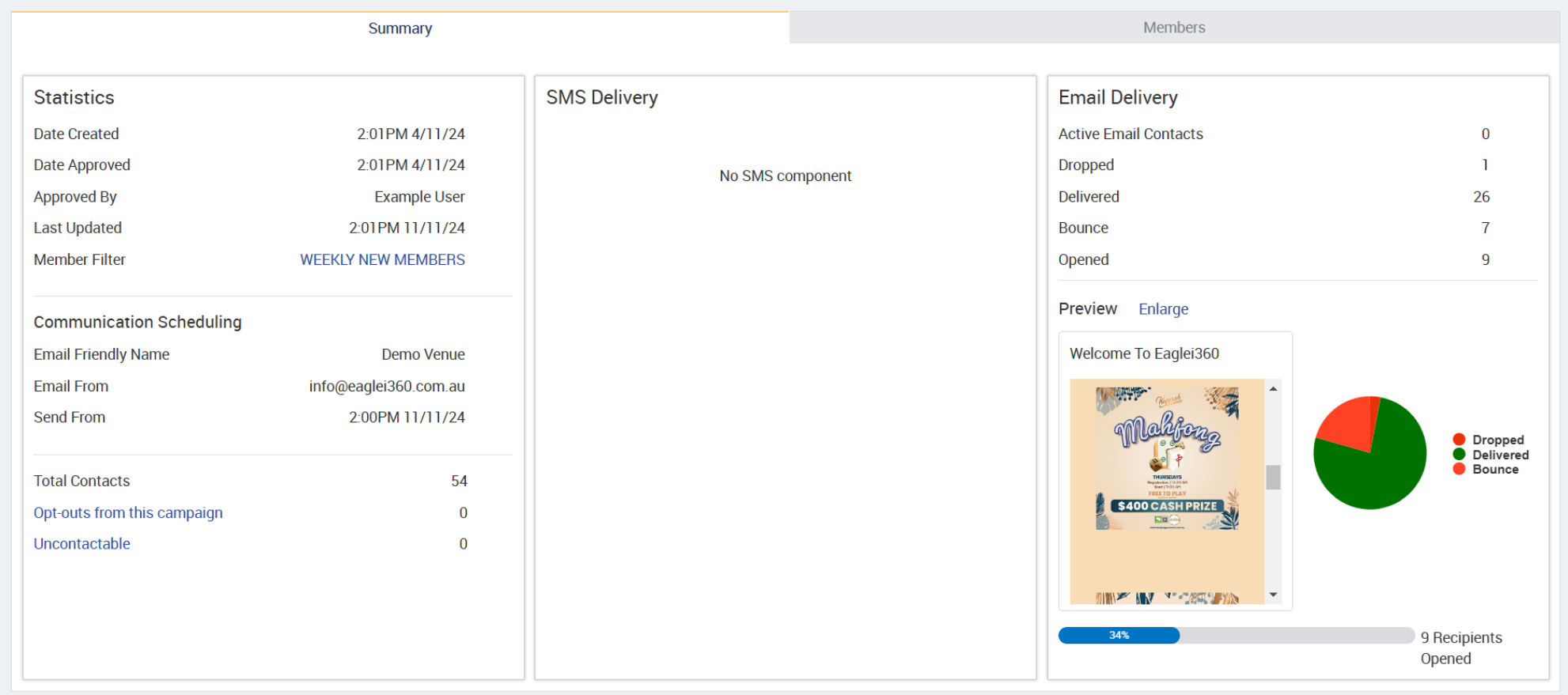
Add Members by Badge Number: Select specific members as recipients by entering their badge numbers
Add Non-members: Filter and select non-members as recipients
Advanced: Apply a member filter to the communication, with EAGLEi360 automatically runs the filter at the scheduled send time to message all filtered members

Creating a Campaign continued

Step 4: Complete your communications



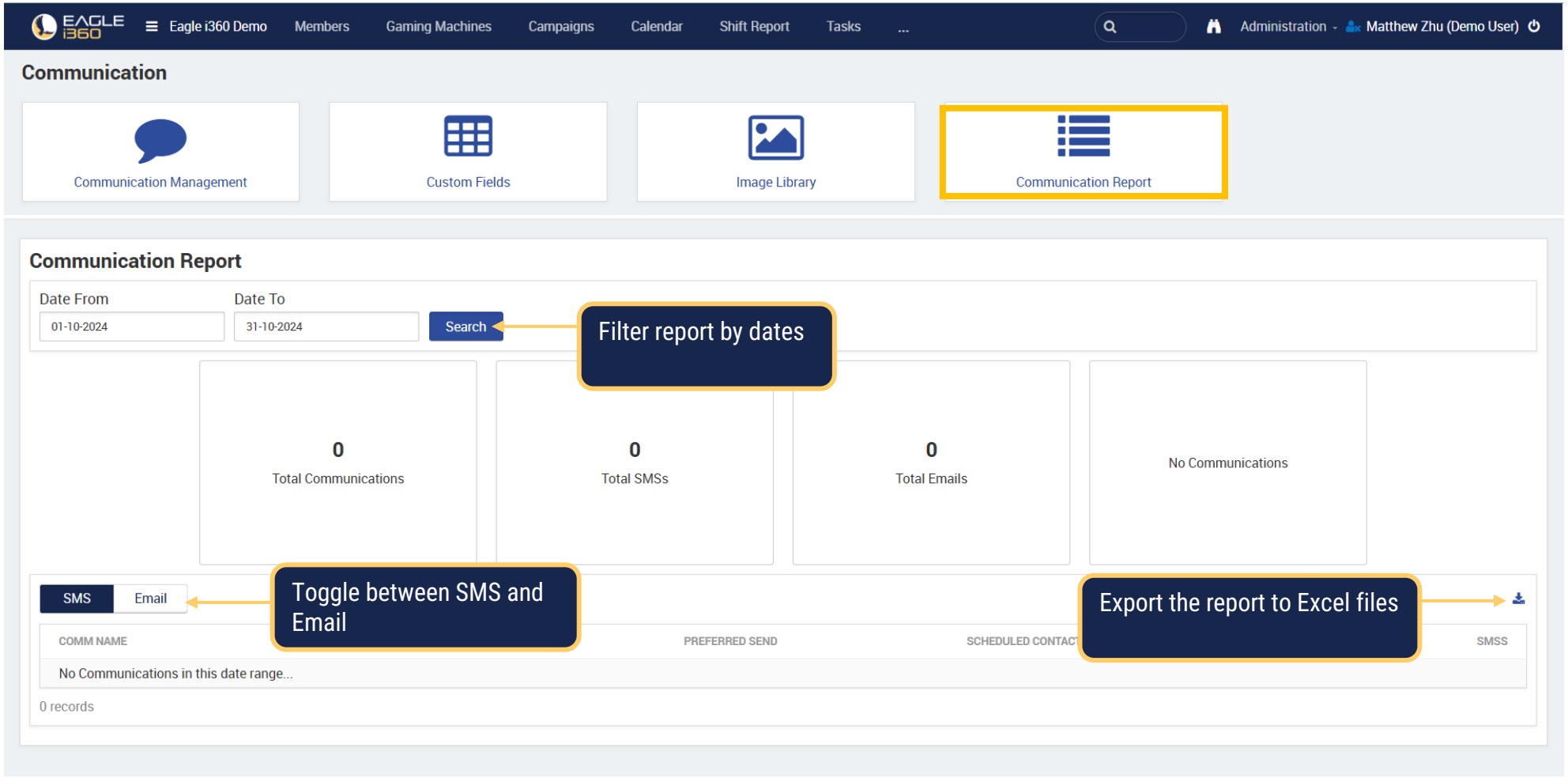
Reporting on a Communication



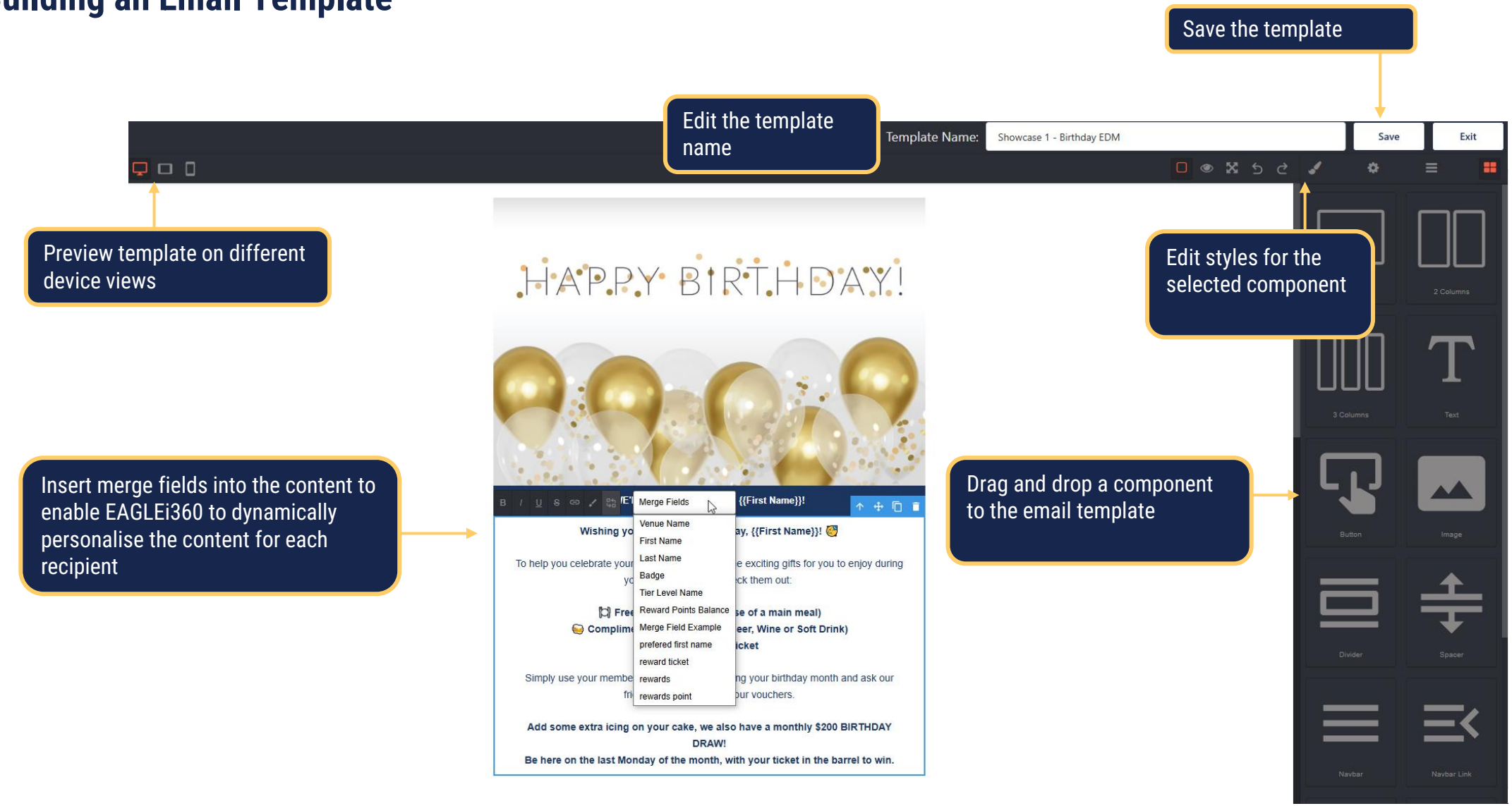
Dropped: The number of emails that are unable to be sent due to incorrect email addresses or being denied by the receiving server several times before
Delivered: The number of emails that are successfully sent to the server
Bounce: The number of emails that are denied by the receiving server
Opened: The number of emails that are opened by the receiver

Communication Summary Report

Reviewing and reconciling communications over selected periods, including total communications, sent SMS messages, and sent emails



Building an Email Template

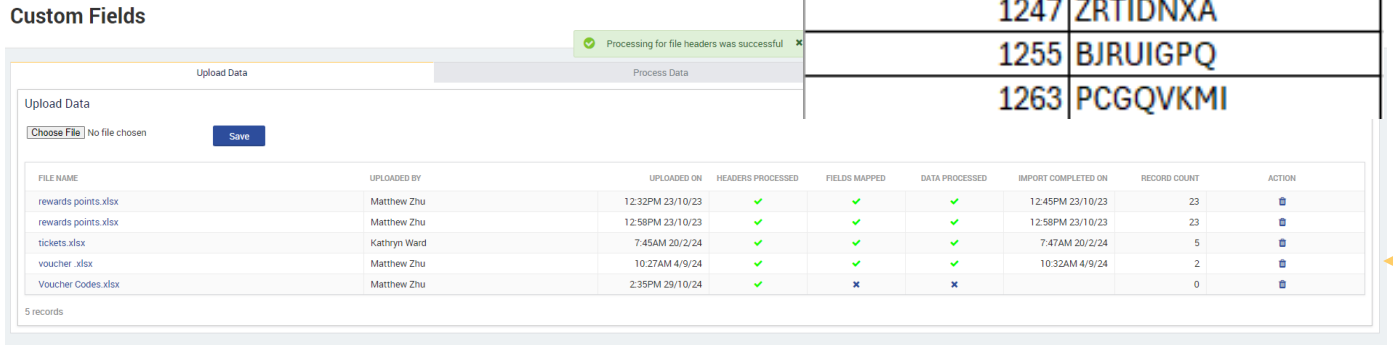


Merge field *- is a placeholder that dynamically inserts personalized data into emails based on information stored in Eagle i360. When the email is sent to recipients, the merge field is replaced with the actual data relevant to each individual.*

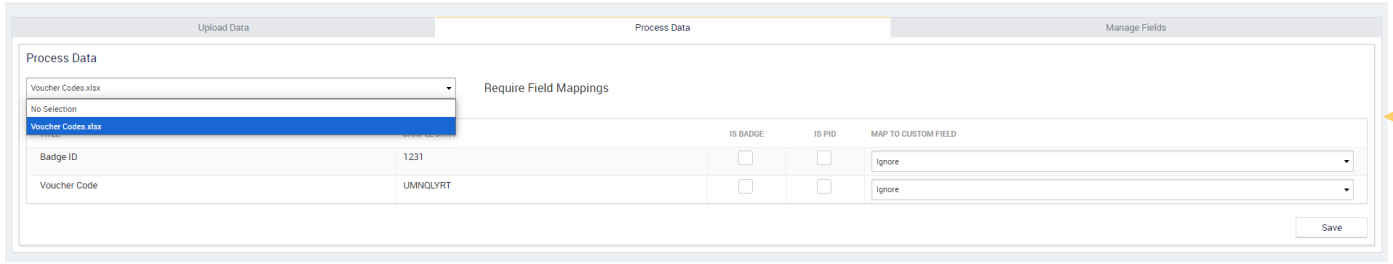
Managing Custom Fields

Badge ID	Voucher Code
1231	UMNQLYRT
1236	AWAJSASB
1244	VGIQZJRH
1247	ZRTIDNXA
1255	BJRUIGPQ
1263	PCGQVKMI

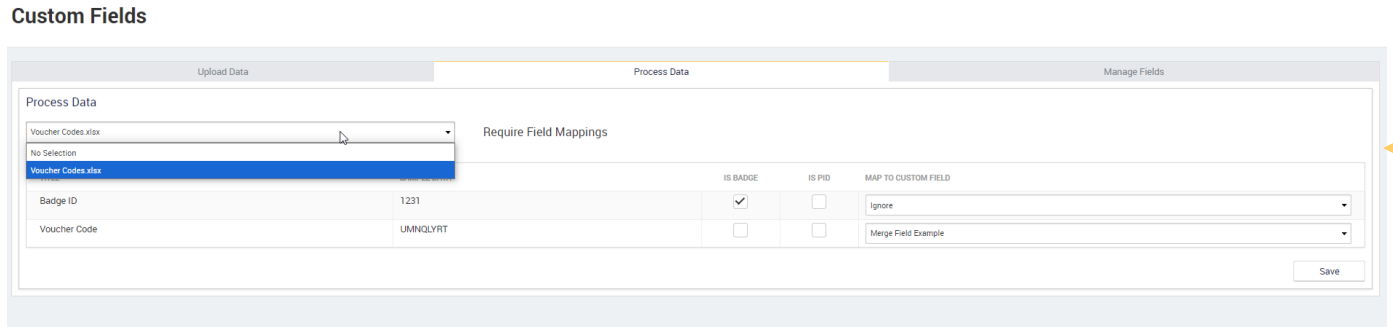
Prepare a CSV file that contains values for each member, e.g. voucher codes for members



Upload the CSV file



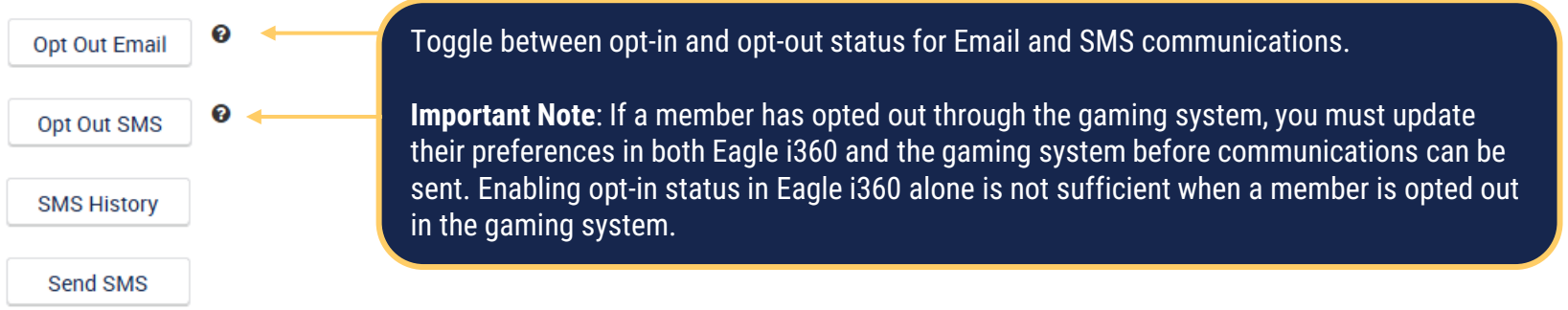
Create merge fields for uploaded values



Map the uploaded values to the merge field and select the corresponding field for the badge ID

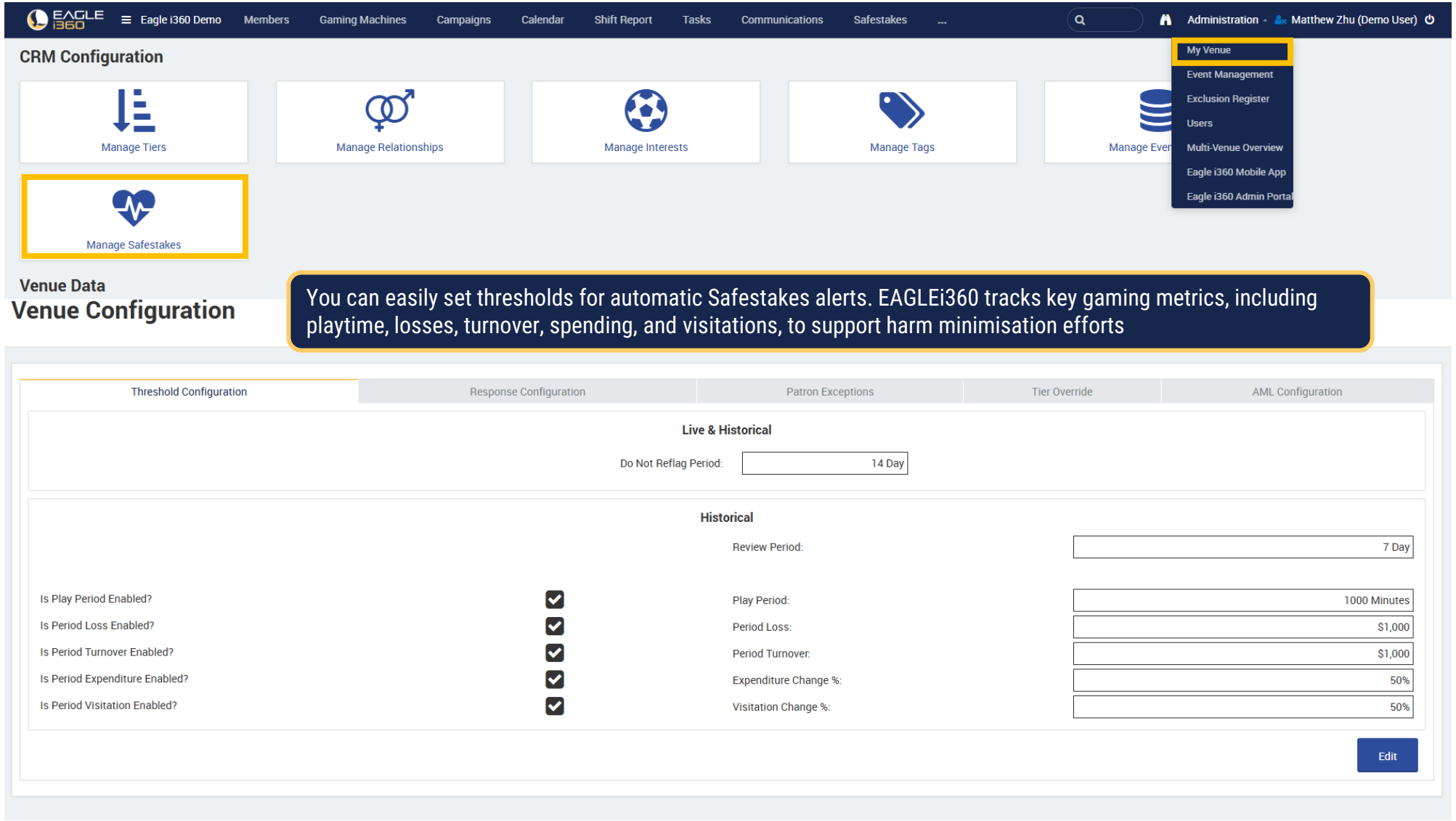
Managing Communication Subscription

You can manage a member's SMS and Email subscription status on the CRM page

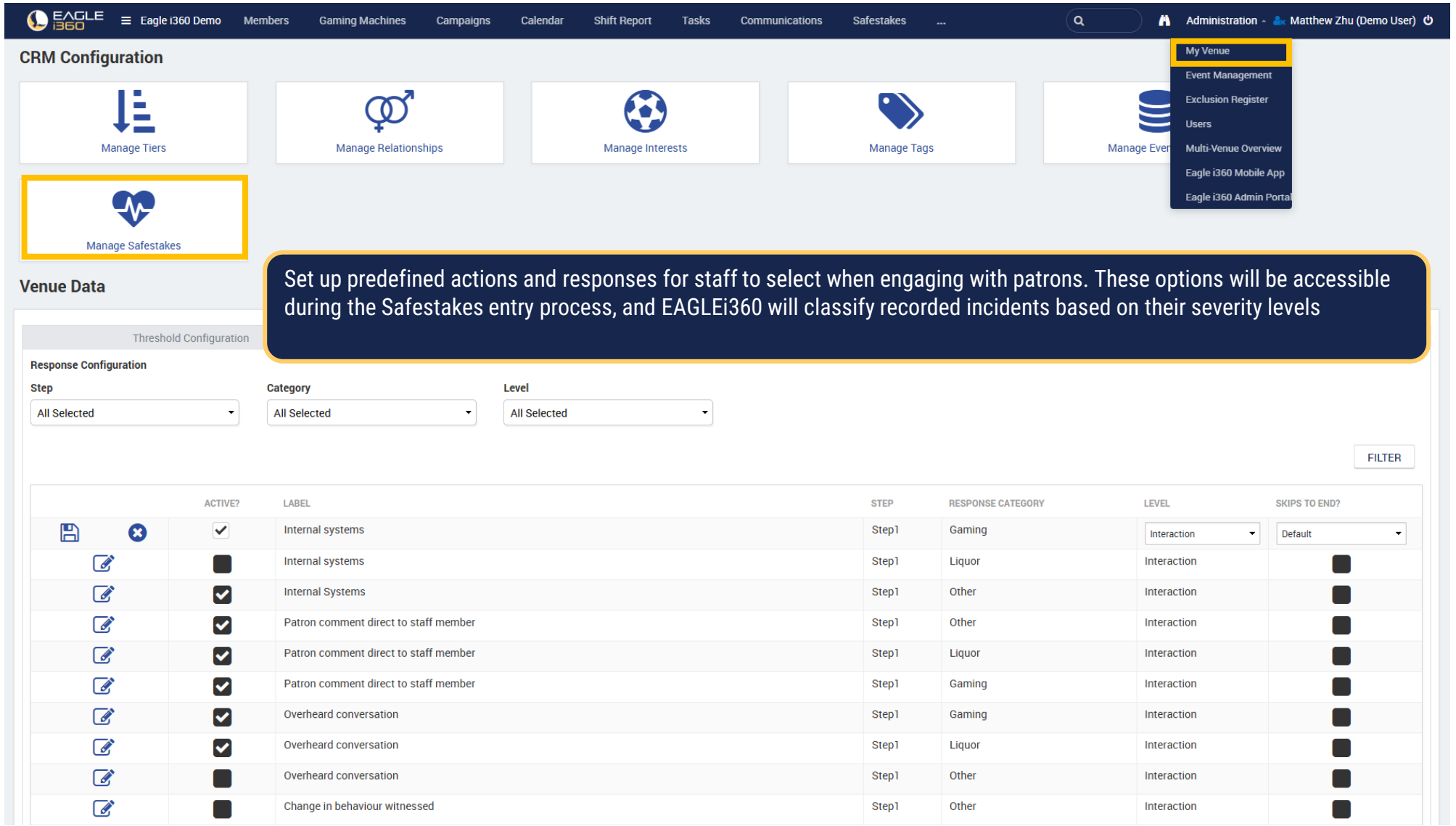


Safestakes

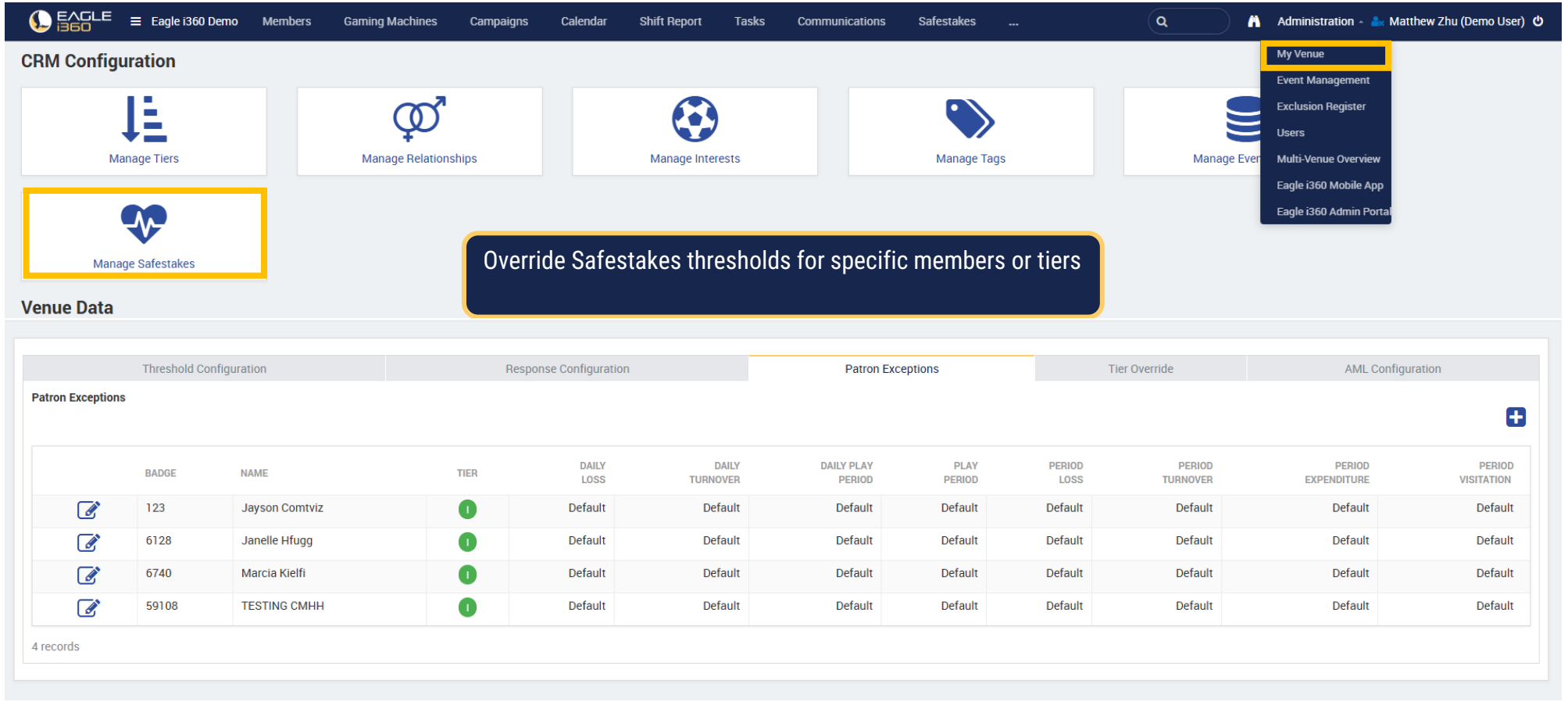
Setting Safestakes Thresholds



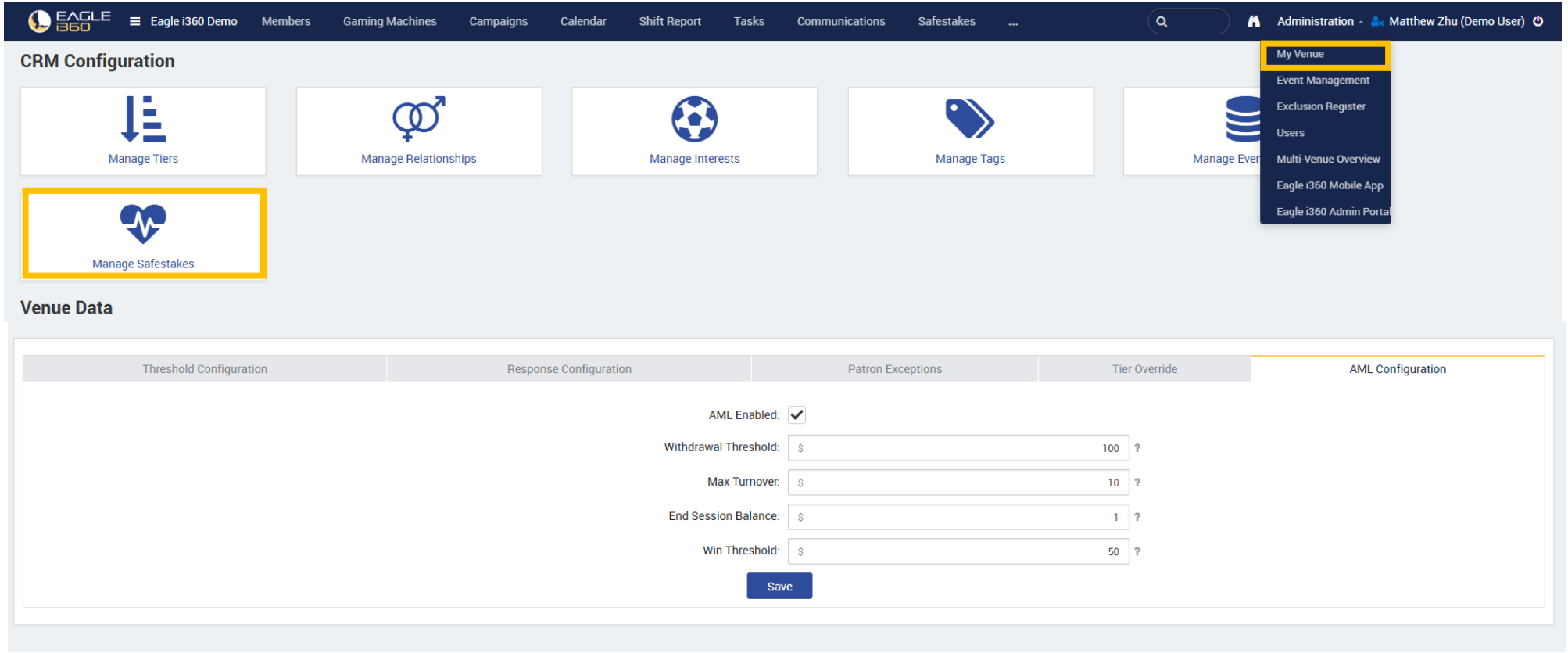
Configuring Safestakes Responses



Overriding Safestakes Thresholds



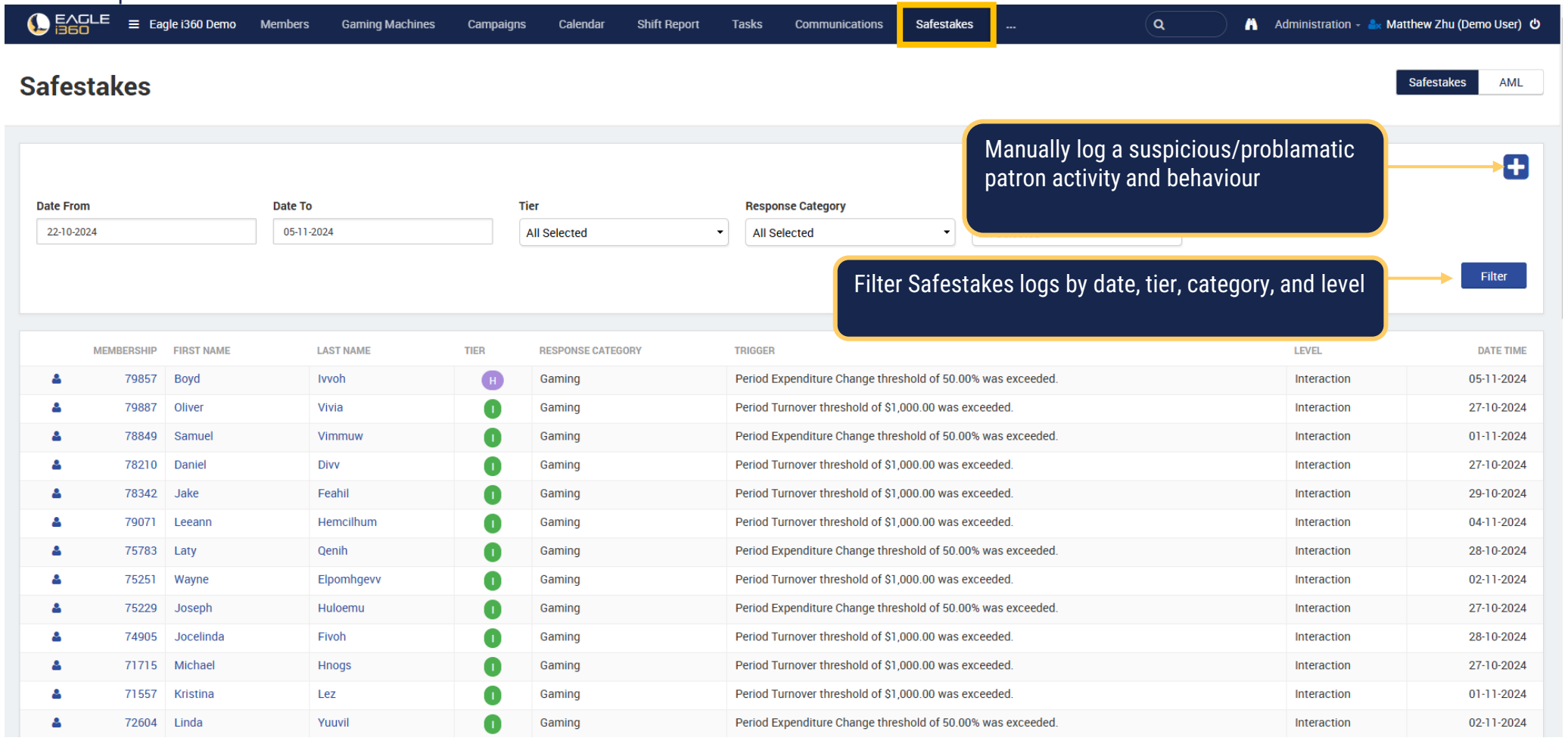
Overriding Safestakes Thresholds



Set thresholds to automatically trigger alerts for potential money laundering (AML) activity. EAGLEi360 will analyse EGM cash events, such as withdrawals, maximum bets, session ending balances, and winnings, to detect suspicious patterns

Safestakes & AML Alerts

When a patron's activity exceeds any Safestakes or AML thresholds, an alert is triggered. The CLO or RGO should then interact with the patron to investigate the case and record both their actions and the patron's behaviors.

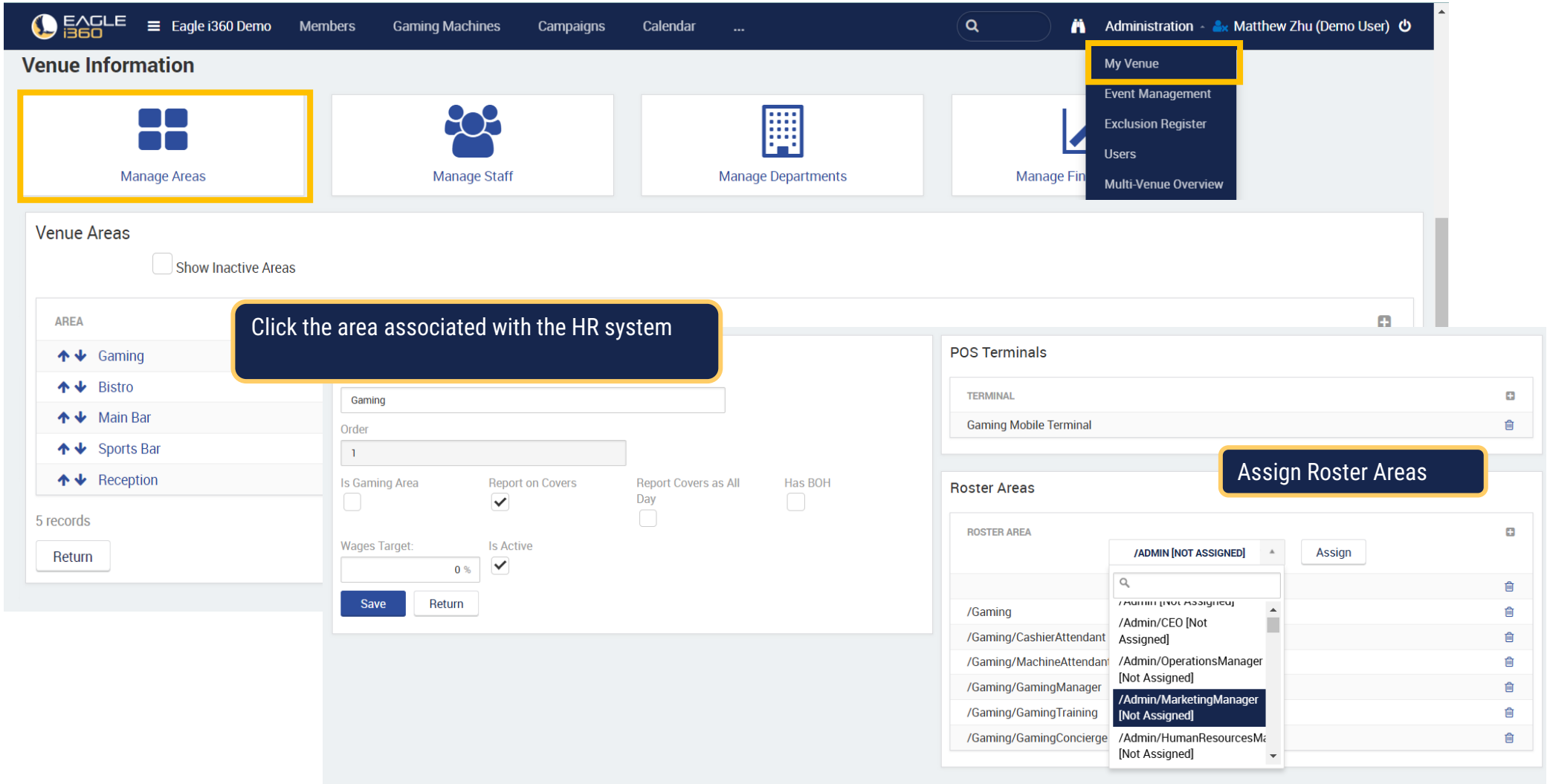


MEMBERSHIP	FIRST NAME	LAST NAME	TIER	RESPONSE CATEGORY	TRIGGER	LEVEL	DATE TIME
79857	Boyd	Ivvoh	H	Gaming	Period Expenditure Change threshold of 50.00% was exceeded.	Interaction	05-11-2024
79887	Oliver	Vivia	I	Gaming	Period Turnover threshold of $1,000.00 was exceeded.	Interaction	27-10-2024
78849	Samuel	Vimmuw	I	Gaming	Period Expenditure Change threshold of 50.00% was exceeded.	Interaction	01-11-2024
78210	Daniel	Divv	I	Gaming	Period Turnover threshold of $1,000.00 was exceeded.	Interaction	27-10-2024
78342	Jake	Feahil	I	Gaming	Period Turnover threshold of $1,000.00 was exceeded.	Interaction	29-10-2024
79071	Leeann	Hemcilhum	I	Gaming	Period Turnover threshold of $1,000.00 was exceeded.	Interaction	04-11-2024
75783	Laty	Qenih	I	Gaming	Period Expenditure Change threshold of 50.00% was exceeded.	Interaction	28-10-2024
75251	Wayne	Elpomhgevv	I	Gaming	Period Turnover threshold of $1,000.00 was exceeded.	Interaction	02-11-2024
75229	Joseph	Huloemu	I	Gaming	Period Expenditure Change threshold of 50.00% was exceeded.	Interaction	27-10-2024
74905	Jocelinda	Fivoh	I	Gaming	Period Turnover threshold of $1,000.00 was exceeded.	Interaction	28-10-2024
71715	Michael	Hnogs	I	Gaming	Period Turnover threshold of $1,000.00 was exceeded.	Interaction	27-10-2024
71557	Kristina	Lez	I	Gaming	Period Turnover threshold of $1,000.00 was exceeded.	Interaction	01-11-2024
72604	Linda	Yuuvil	I	Gaming	Period Expenditure Change threshold of 50.00% was exceeded.	Interaction	02-11-2024

HR Management

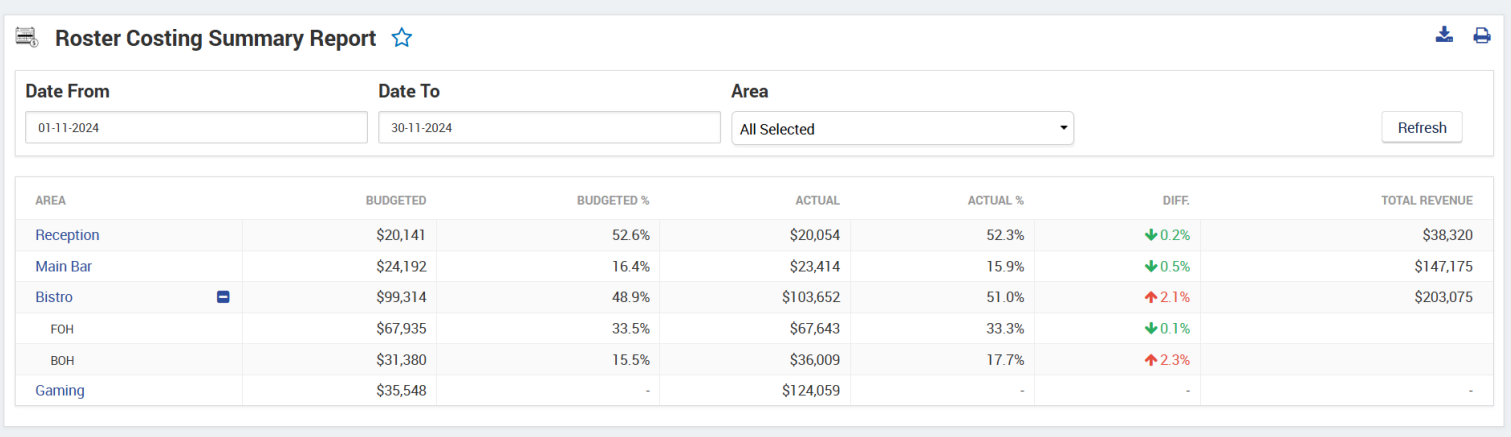
Managing Roster Areas

Ensure that you accurately associate the roster areas with the EAGLEi360 areas and configure the wage targets accordingly..



Roster Costing Reports

Roster Costing Summary Report: Review summarised roster costing data for areas over selected periods

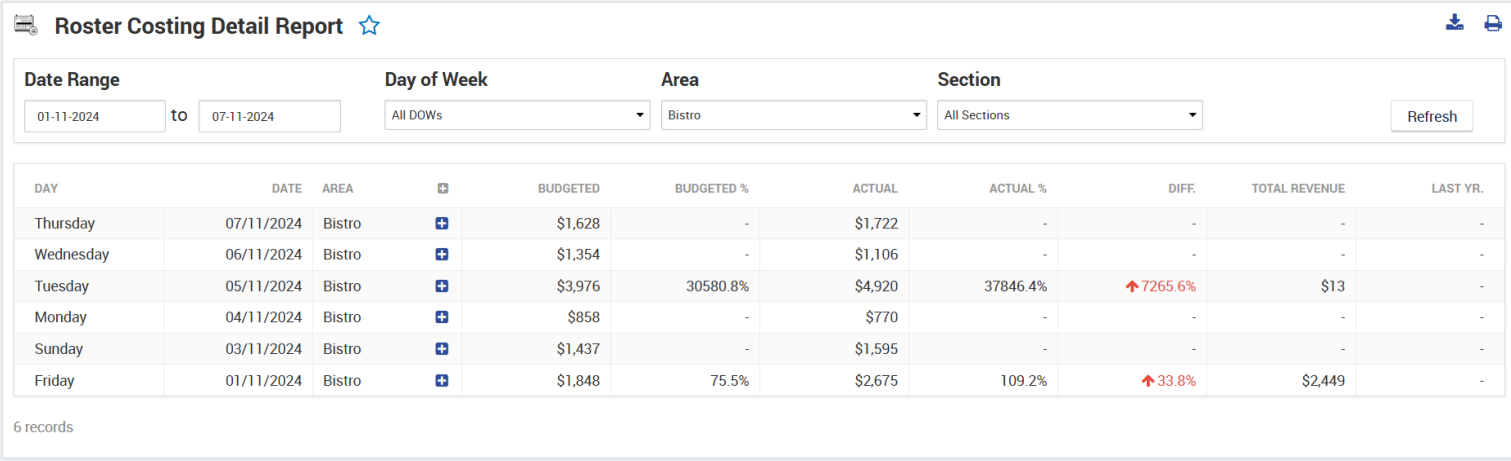


Roster Costing Summary Report

Date From: 01-11-2024 | Date To: 30-11-2024 | Area: All Selected | Refresh

AREA	BUDGETED	BUDGETED %	ACTUAL	ACTUAL %	DIFF.	TOTAL REVENUE
Reception	$20,141	52.6%	$20,054	52.3%	↓0.2%	$38,320
Main Bar	$24,192	16.4%	$23,414	15.9%	↓0.5%	$147,175
Bistro	$99,314	48.9%	$103,652	51.0%	↑2.1%	$203,075
FOH	$67,935	33.5%	$67,643	33.3%	↓0.1%	
BOH	$31,380	15.5%	$36,009	17.7%	↑2.3%	
Gaming	$35,548	-	$124,059	-	-	-

Roster Costing Details Report: Review detailed roster costing data for an area over selected periods by day of week



Roster Costing Detail Report

Date Range: 01-11-2024 to 07-11-2024 | Day of Week: All DOWs | Area: Bistro | Section: All Sections | Refresh

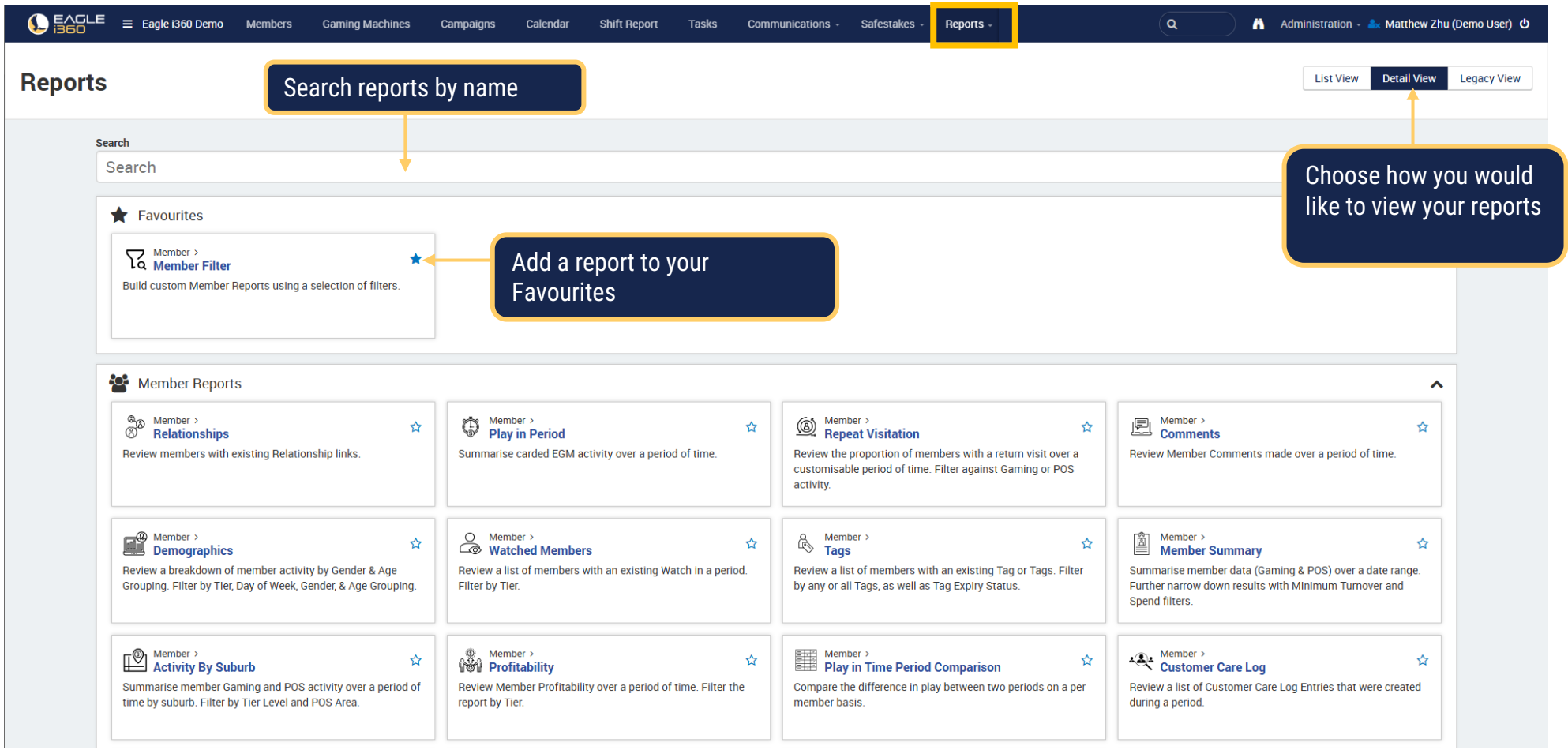
DAY	DATE	AREA	BUDGETED	BUDGETED %	ACTUAL	ACTUAL %	DIFF.	TOTAL REVENUE	LAST YR.
Thursday	07/11/2024	Bistro	$1,628	-	$1,722	-	-	-	-
Wednesday	06/11/2024	Bistro	$1,354	-	$1,106	-	-	-	-
Tuesday	05/11/2024	Bistro	$3,976	30580.8%	$4,920	37846.4%	↑7265.6%	$13	-
Monday	04/11/2024	Bistro	$858	-	$770	-	-	-	-
Sunday	03/11/2024	Bistro	$1,437	-	$1,595	-	-	-	-
Friday	01/11/2024	Bistro	$1,848	75.5%	$2,675	109.2%	↑33.8%	$2,449	-

6 records

Reports

Reports Overview

The Reports tab offers a variety of EAGLEi360 reports, including member, loyalty, machine, trade performance, and POS reports



Running Reports

You can export any report to Excel or PDF

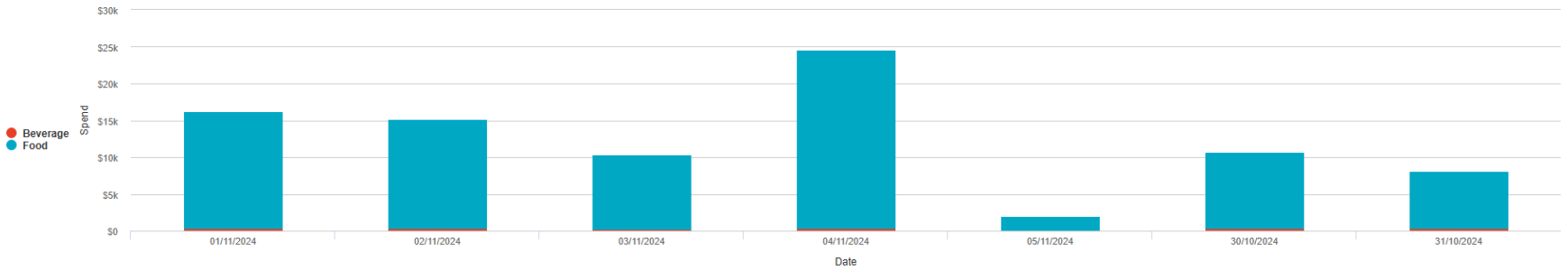
Exported PDF File

Reports

Sales Trend Report

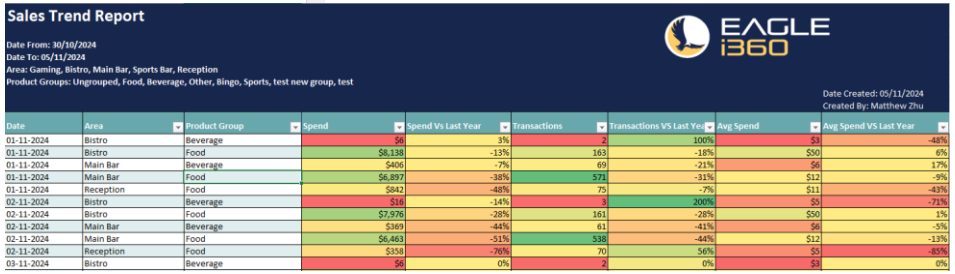
From: 30-10-2024 | To: 05-11-2024 | Area: All Selected | Product Groups: All Selected | Refresh Report

All | Bistro | Gaming | Main Bar | Reception



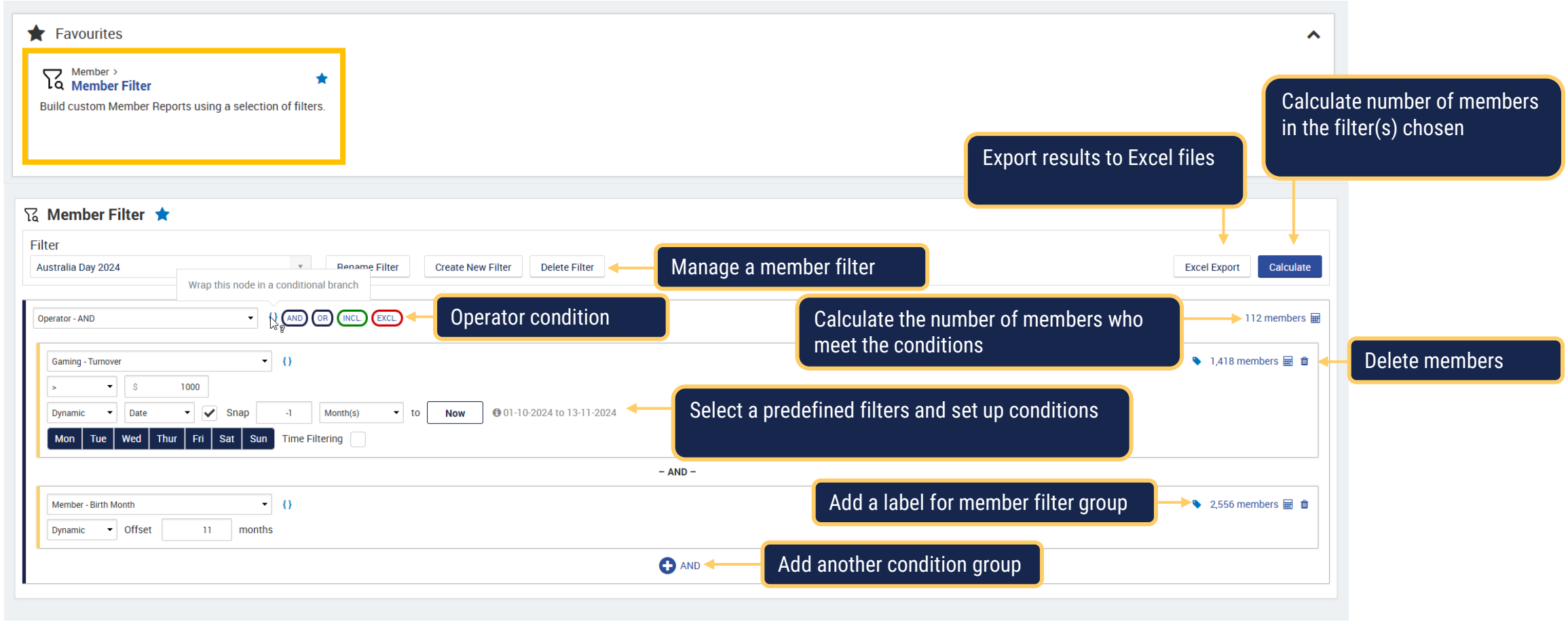
BISTRO	30/10/2024	31/10/2024	01/11/2024	02/11/2024	03/11/2024	04/11/2024	05/11/2024
Spend	$6,936 ↓15%	$4,469 ↓21%	$8,144 ↓13%	$7,992 ↓28%	$6,164 ↓4%	$7,439 ↑34%	$511 ↓77%
Transactions	161 ↓17%	100 ↓29%	163 ↓18%	161 ↓28%	155 ↑3%	198 ↑43%	36 ↓40%
Avg Spend	$43 ↑3%	$45 ↑11%	$50 ↑6%	$50 ↓1%	$40 ↓7%	$38 ↓7%	$14 ↓62%

Exported Excel File



Date	Area	Product Group	Spend	Spend VS Last Year	Transactions	Transactions VS Last Year	Avg Spend	Avg Spend VS Last Year
01-11-2024	Bistro	Beverage	$6	3%	2	100%	$3	-48%
01-11-2024	Bistro	Food	$8,138	-13%	163	-18%	$50	6%
01-11-2024	Main Bar	Beverage	$406	-7%	69	-21%	$6	17%
01-11-2024	Main Bar	Food	$6,897	-38%	571	-31%	$12	-9%
01-11-2024	Reception	Food	$842	-48%	75	-7%	$11	-43%
02-11-2024	Bistro	Beverage	$16	-14%	3	200%	$5	-71%
02-11-2024	Bistro	Food	$7,976	-28%	161	-28%	$50	1%
02-11-2024	Main Bar	Beverage	$369	-44%	61	-41%	$6	-5%
02-11-2024	Main Bar	Food	$6,463	-51%	538	-44%	$12	-13%
02-11-2024	Reception	Food	$358	-76%	70	56%	$5	-85%
03-11-2024	Bistro	Beverage	$6	0%	2	0%	$3	0%

Report by Member Filters

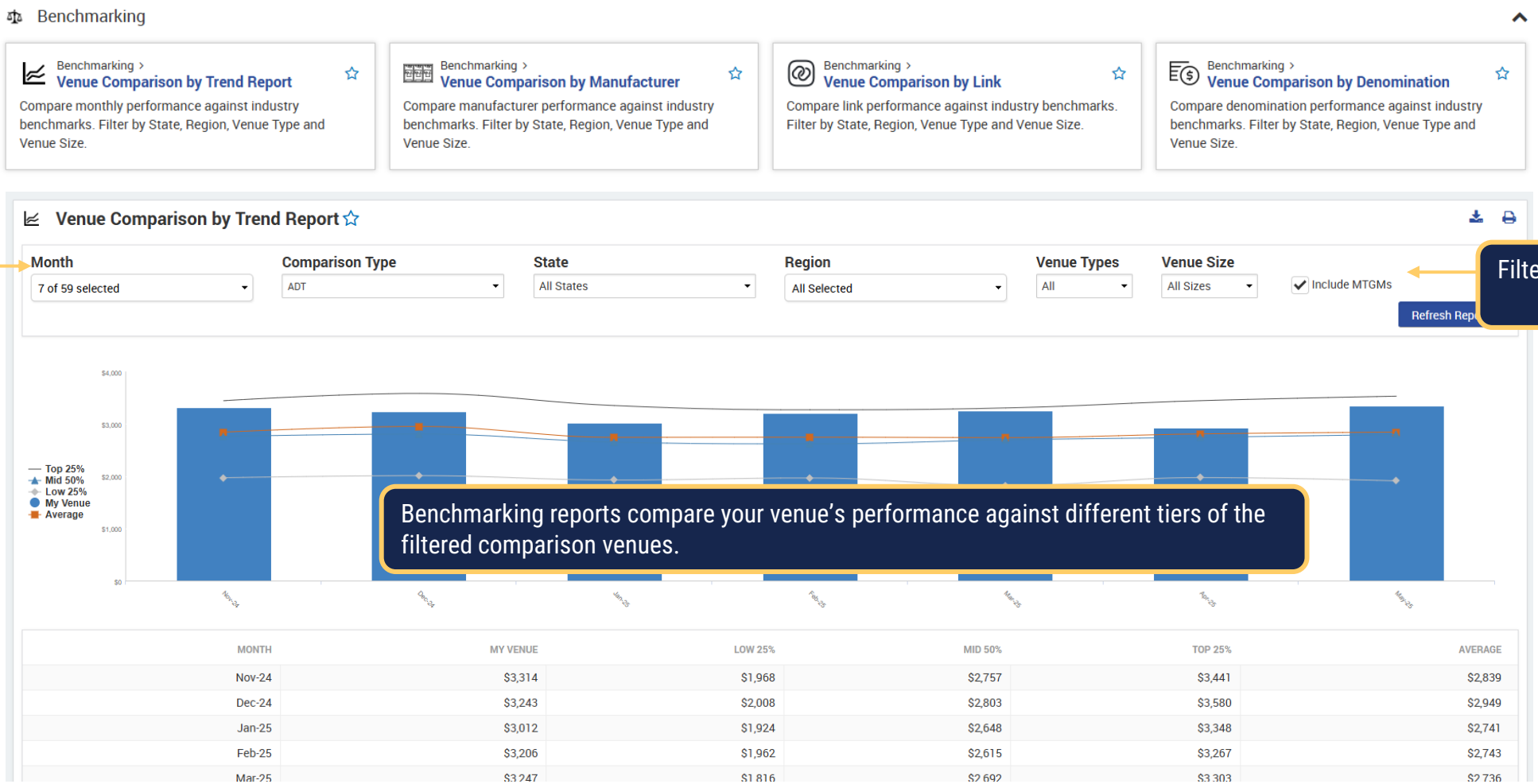


Operator condition meanings:
AND – Both conditions are to be met
OR – Either condition is to be met

INCL – Include members meeting the condition
EXCL – Exclude members meeting the condition

Benchmarking Reports

We have introduced four benchmarking reports that enable you to compare your venue's monthly performance against industry benchmarks.
Select a report and apply filters by state, regions (LGA), venue type and size to refine your comparisons.



Select months

Filter comparing venues

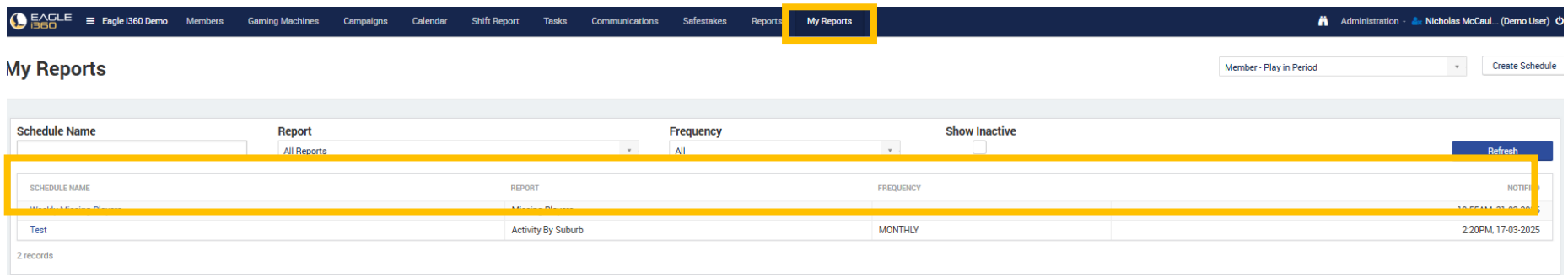
Benchmarking reports compare your venue's performance against different tiers of the filtered comparison venues.

* Low 25%, Mid 50%, and Top 25% venues are unavailable when too few venues are filtered

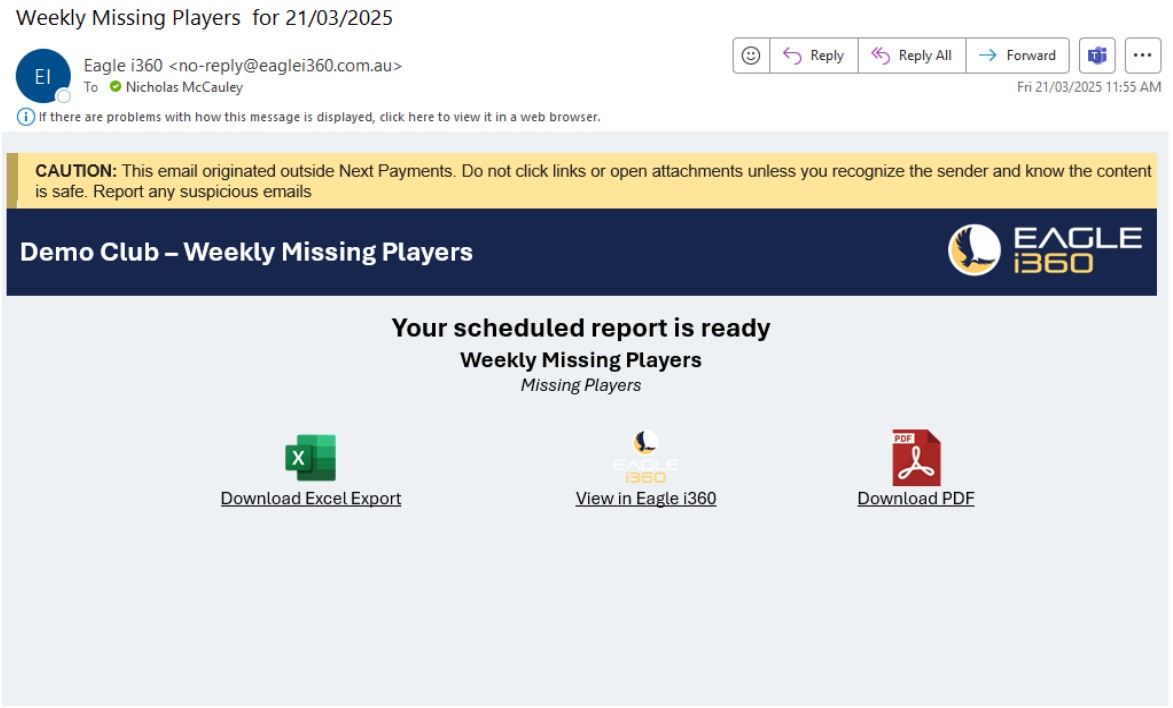
Scheduled Reports

Scheduled Reporting Overview

Scheduled Reporting offers a variety of EAGLEi360 reports, that can be scheduled to be run at a later stage. It also allows for reports to be run periodically. E.G., daily, weekly, monthly. Reports will be saved in Eaglei360 for future use, and you will receive an email notification when a report is generated and available.

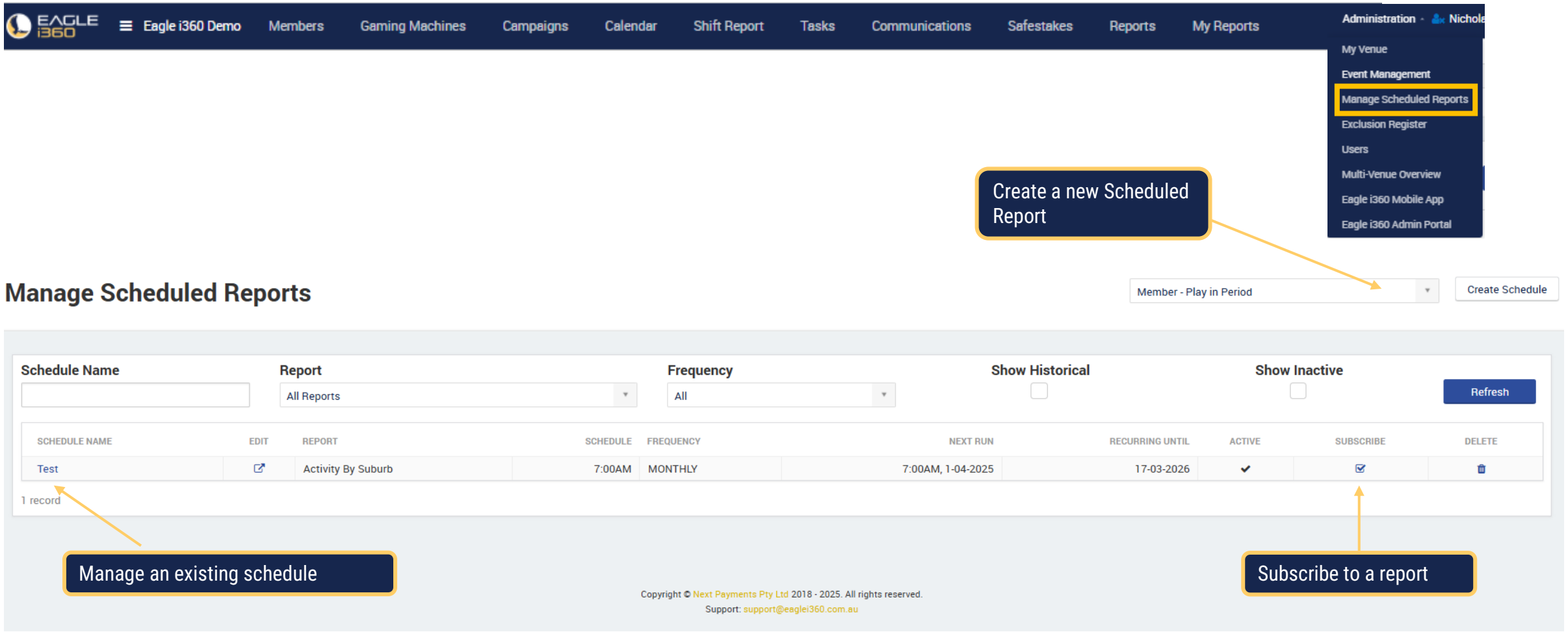


Reports can be viewed by two methods. Either by going to the “My Reports” tab in the Navigation bar, or by clicking the link in the email notification.



View and manage existing Scheduled Reports

Scheduled Reports can be managed via the “Manage Scheduled Reports” link In the Administration dropdown on the navigation bar



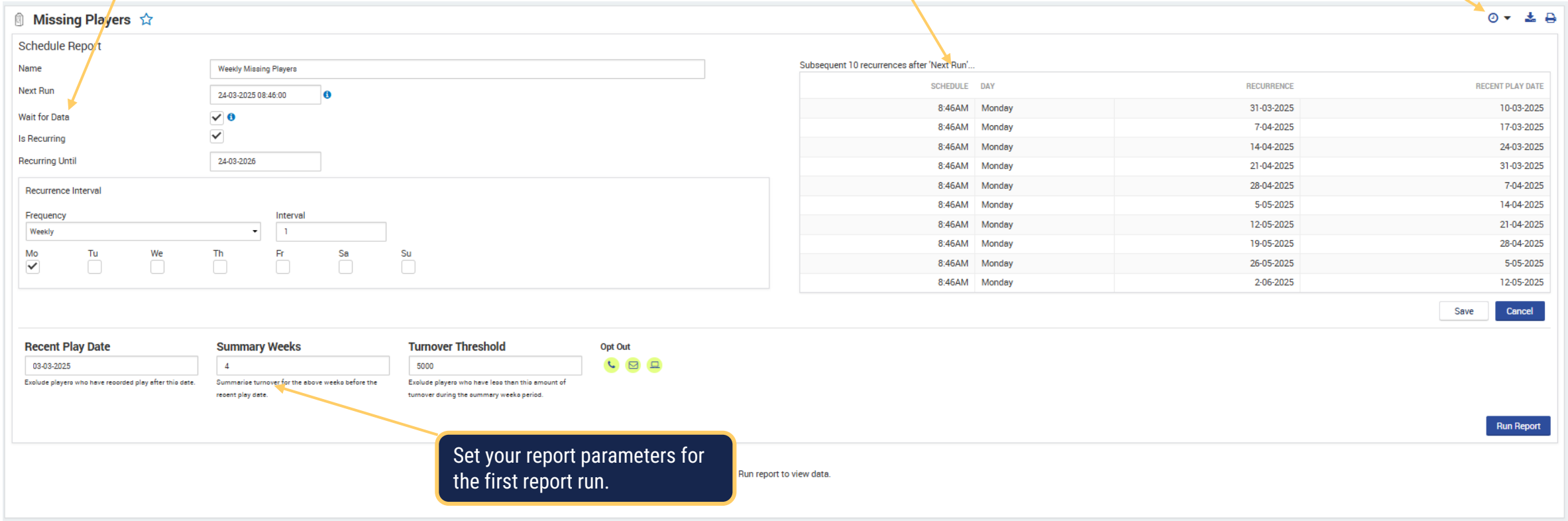
Creating a Scheduled Report

When creating a recurring report, selected report dates will change dynamically based on run date. The adjusted date for subsequent runs, can be viewed on the right-hand side on the page.

Wait until the previous day's data is ingested

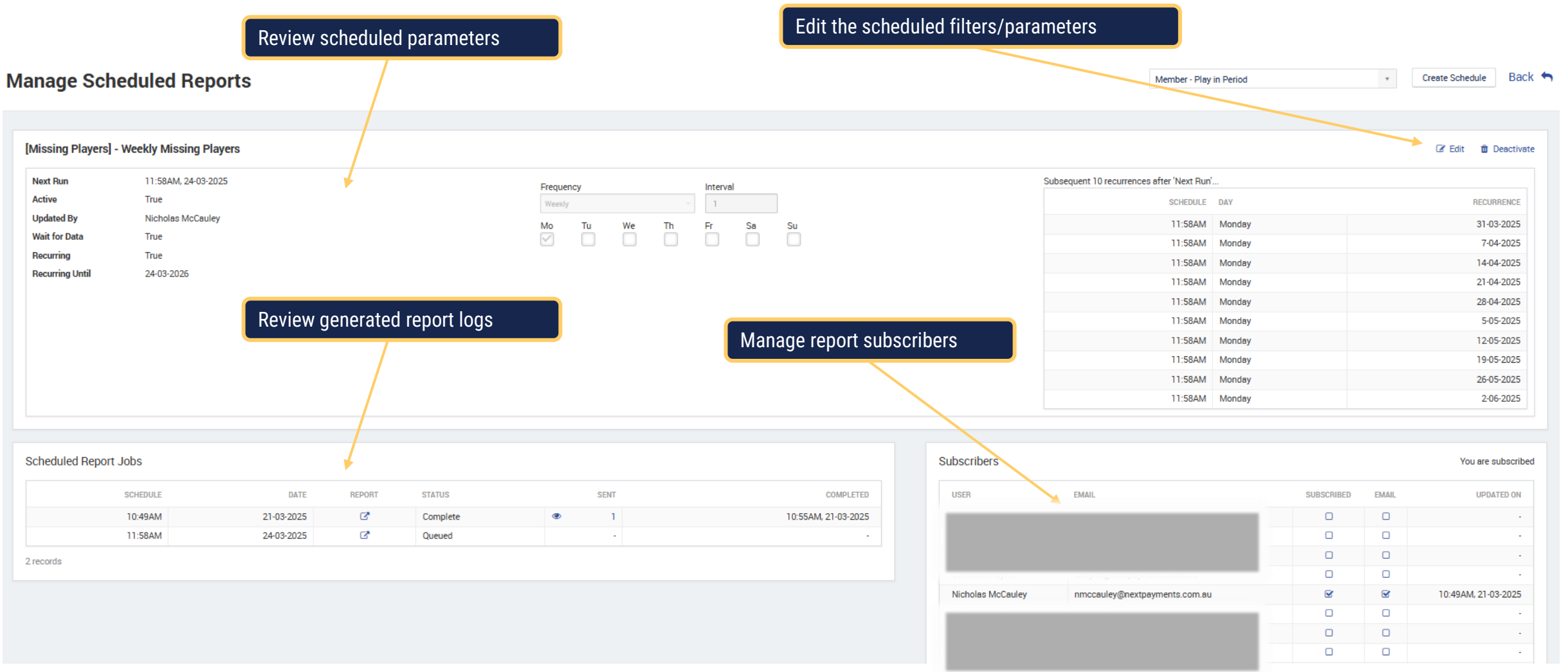
View subsequent occurrences for recurring reports

Create a new Scheduled Report



Set your report parameters for the first report run.

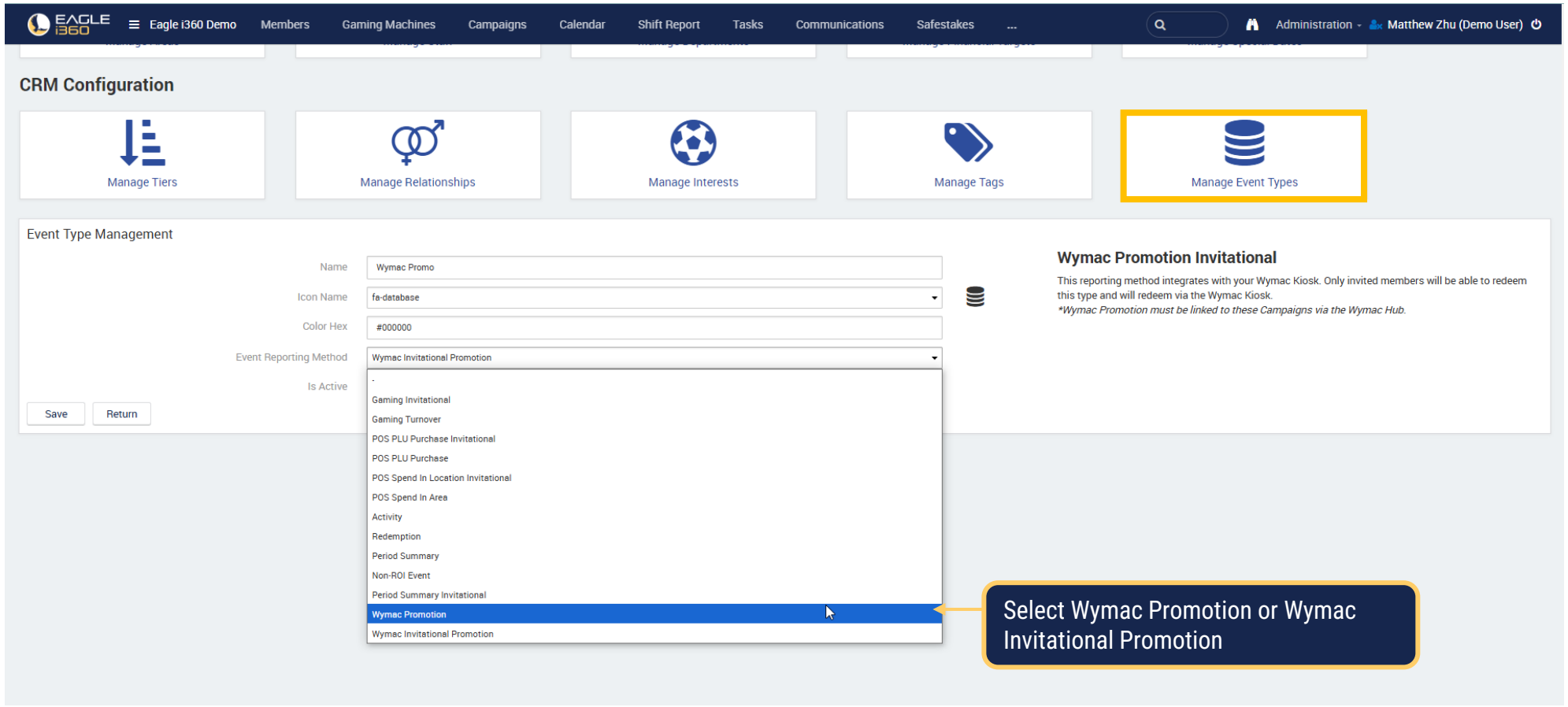
Managing a Scheduled Report



Kiosk Integration - Wymac

Create Event Types for Wymac Promotions

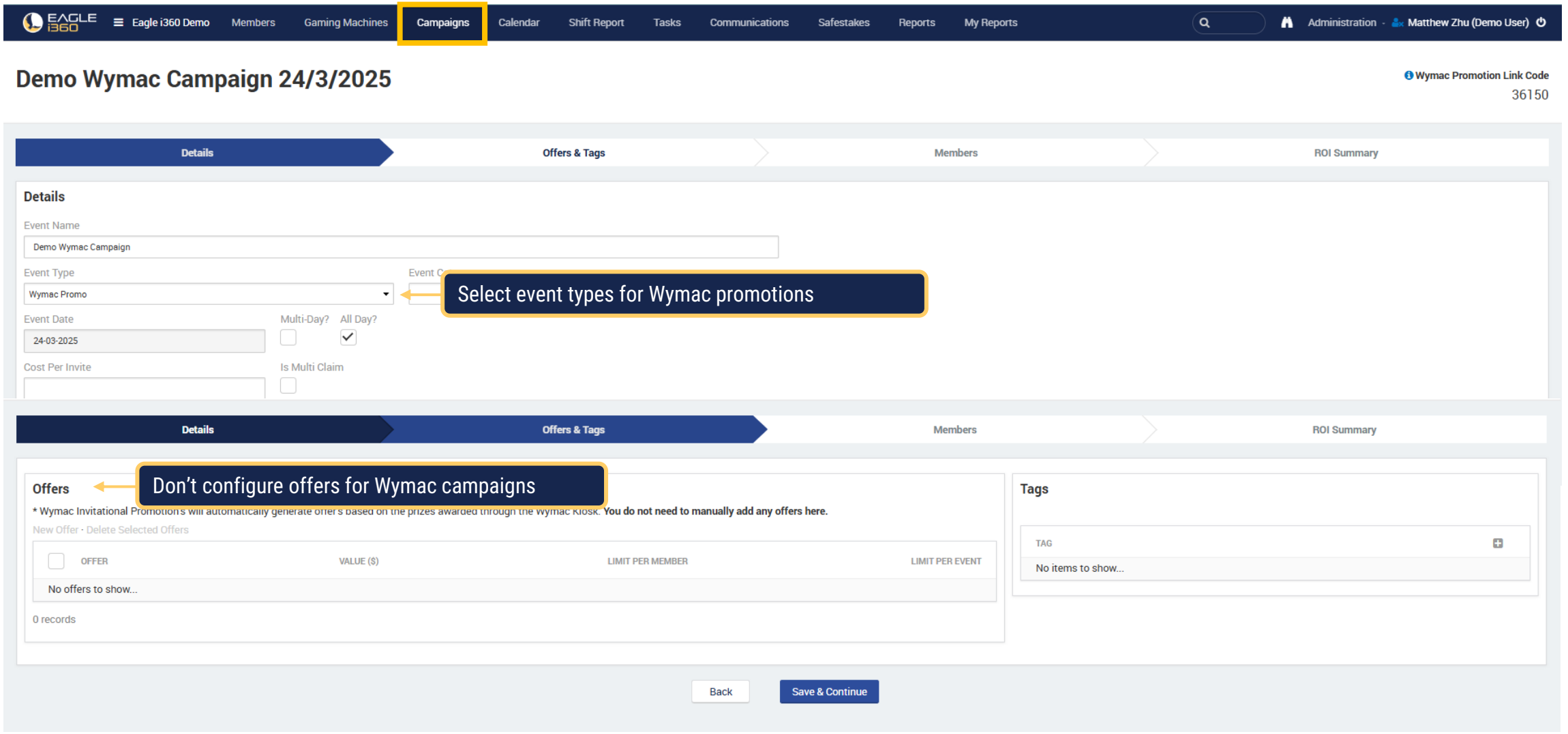
Set up the event type to enable Eagle i360 – Wymac connection and unlock Wymac prize redemption tracking.



- Wymac Promotion: Event reporting method designed for Eagle i360 events (all members will be eligible to participate)
- Wymac Invitational Promotion: Event reporting method designed for Eagle i360 campaigns (targeted members will be eligible to participate)

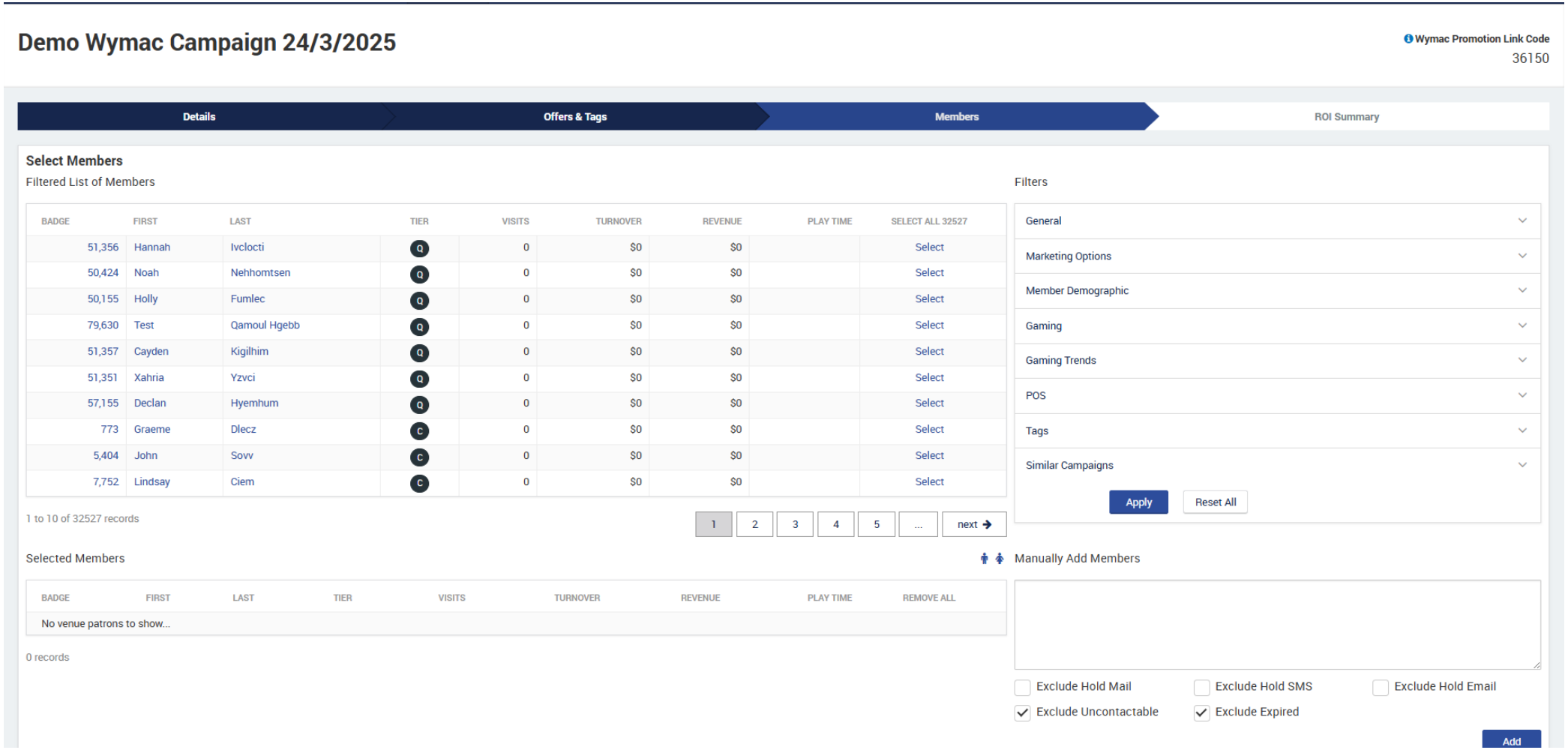
Create a Wymac Campaign/Event

Step 1 – Configure basic information for the campaign/event

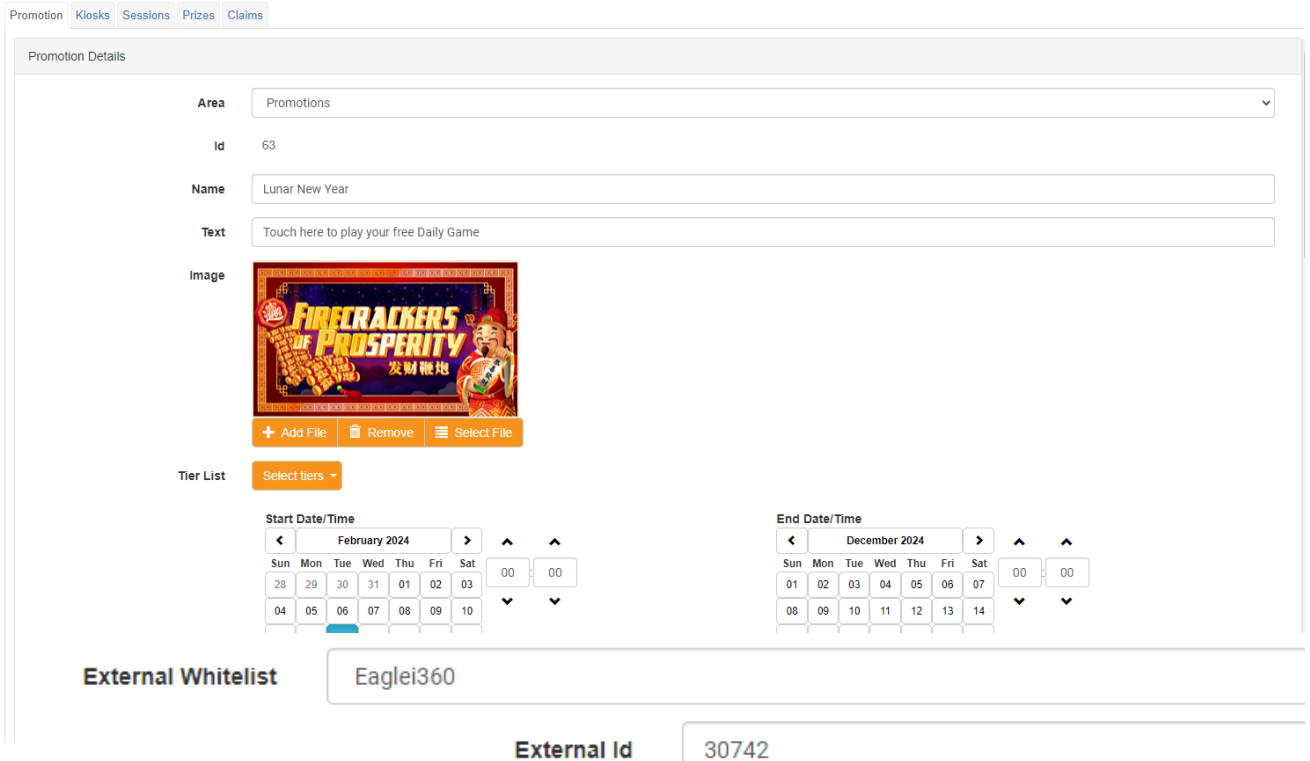


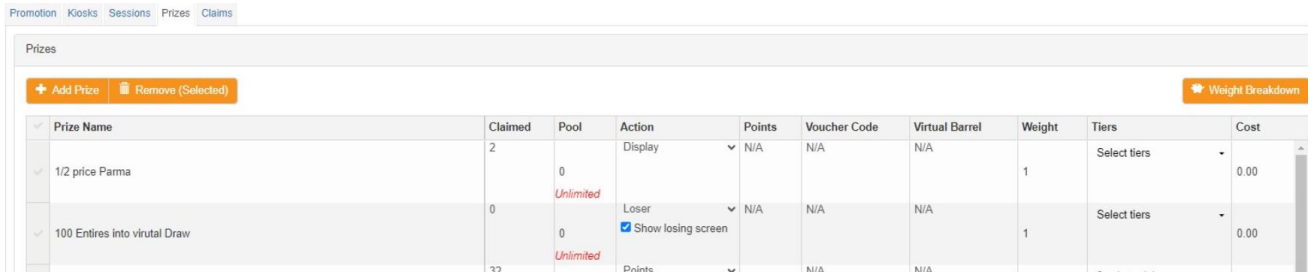
Create a Wymac Campaign/Event continued

Step 2 – Configure the member list for the Wymac Campaign. ONLY invited members can redeem offers on the Wymac kiosk at your venue



Configure Wymac Promotions





Create a promotion on the Wymac Hub

Align start and end date/time with Eagle i360 campaign/event

Link Eagle i360 campaign/event

Configure prizes

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info@nextpayments.com.au
1300 659 918

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