



Intralot **RetailerX**

**Reshaping
the retail universe**

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INTRALOT RETAILERX

Superior retailer management

INTRALOT's tried and tested Retailer Management System has evolved into an end-to-end solution that consolidates our global experience in retail operations. INTRALOT RetailerX is a CRM platform designed to empower and motivate retailers, leverage technology and increase revenues while reducing operating costs.

This advanced CRM platform gives land-based operators the opportunity to align their various operations under coherent strategies through a single, intuitive user interface.



Key features & benefits

► Entity Management & Financials

As each retail ecosystem comprises of a distinct mix of stores, owners, employees, sales representatives and field support technicians, the platform's core functionality addresses the varying needs found within each entity's lifecycle stage, while being fully configurable to serve all teams' hierarchical importance within the business. At the same time, financials are redesigned to simplify critical accounting procedures, such as commissioning configurations and payment term settings.

► Engagement Engine

A complete revenue-driving marketing suite for operators to design and put motivation schemes into effect, in order to boost engagement and retention. Built upon a dynamic and real-time segmentation tool, the engine consists of incentive mechanisms that target all entities of the retail ecosystem, a fully customizable Retailer's Club program, as well as advance profiling and targeted communication tools that ensure increased satisfaction and minimized churn.

► Logistics

Network logistics ensure uninterrupted network operations by offering a mission control view of retailer hardware, including real-time malfunction alerts. Moreover, a customizable suggestive ordering mechanism simplifies consumables' management from terminal paper to game coupons, while an advanced ticketing module ensures improved productivity via a dynamic task flow.

Finally, INTRALOT RetailerX enables customer-interacting agents to access a wealth of up-to-date information and personalized content through web-based portals, while field units are equipped with native mobile apps.

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