

■ FEATURE

Time for change?

Payment options abound for today's player, but do they prefer one more than the others?

Marc Aarts of SuzoHapp sees a lot of benefits to the recent uptick in cashless use, but is wary that customer preferences remain paramount.

"Cashless is naturally simple and quick to use," Aarts said. "Cashless also carries the perception of newness that uses the implication of innovation to its advantage, which appeals strongly to the younger generation of players. We know it can save costs for manufacturers who no longer need to integrate cash handling components into their machines, however it also can mean transaction fees for operators. As customers move from machine to machine, especially with small betting amounts, operators are forced to bear the burden of the cost of those many transactions.

"However, we see this question relating more to personal preference. There are those who just

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Marc Aarts, SuzoHapp

prefer to use cash. To many, cash is perceived to be more secure and private. Cash is non discriminatory and has a physical action and reaction that is still preferred by many people."



Marc Aarts of SuzoHapp

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