

Customers come first

User-friendliness and customer choice is at the heart of SuzoHapp's payment software

ONE of the global leaders in the amusement industry, SuzoHapp has everything an arcade needs to process payments efficiently.

Its latest product, the Dual Change Cashless, is one of the most secure machines on the market, and provides customers both safety and convenience. Designed to accept debit cards and bank notes, the machine then dispenses notes and coins in denominations more suited to playing coin-operated games. Complete with structural strength, reinforced closing mechanisms and ccTalk protocol, Dual Change Cashless is one of the most secure products on the market. The myriad of coin dispensing options on offer make the machine user friendly and provides the option to support bank note dispensing. Operators can fully customise the machine to feature their own branding on the front, while it is also versatile, able to be wall-mounted, countertop placed or freestanding on a base.

While many industries charge headfirst into the cashless age, the amusement and entertainment industry, and the guests that visit, still like the tactile nature of cash.

Tim Kennedy, vice president of sales for Europe at SuzoHapp, says there are a number of benefits. He said: "While we've definitely seen things shift towards cashless, many people prefer cash.

"From a customers' perspective, cash allows for a variety of benefits. Cash is completely anonymous so for those concerned with privacy and security, cash may be their preferred method.

"Additionally, especially as we're dealing with gambling, using cash can create controls. A customer brings a certain amount of cash to the casino and that may be all they allow themselves to spend. That physicality of cash allows for the finality of the decision versus the virtual and almost conceptual concept of banked money or credit."

As for the future of payment, SuzoHapp predicts that there will be a number of ways to pay, with no single method dominating. Cash, card, ewallet, player profile, retina scan and Bitcoin all have their place in the payment landscape, with the company firmly placed to deliver the tools necessary to support the wide range. The world of payments has changed so much over the past decade or so, with further changes still expected in the forthcoming years, but SuzoHapp's experience sees it sure footed about the future. Kennedy continued: "Having that flexibility will keep customers happy and alleviate the burden placed on operators to keep cash outs a manual process, which is really where the struggle is currently given the labour shortage that we're seeing in many markets these days.

"While multiple types of pay outs are dependent on regional regulations, I think it behoves our industry to advocate for as many options as possible to keep our customers interested in doing business with us by making it easy for them to do so."



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