

ARISTOCRAT

TECHNOLOGY SERVICES

Des O'Connor

WHAT IS CUSTOMER SERVICE?

The provision of service to a customer before, during and after purchasing and using goods/services:

- ♥ understanding the customers' requirements
- ♠ provide recommendations and advice should the customer require them
- ♦ altering requirements towards what can be delivered to meet specific needs
- ♣ communicating the customers' expectations to all our staff

AND FINALLY - reviewing performance against those expectations.



Trust.



Quality.



Service.

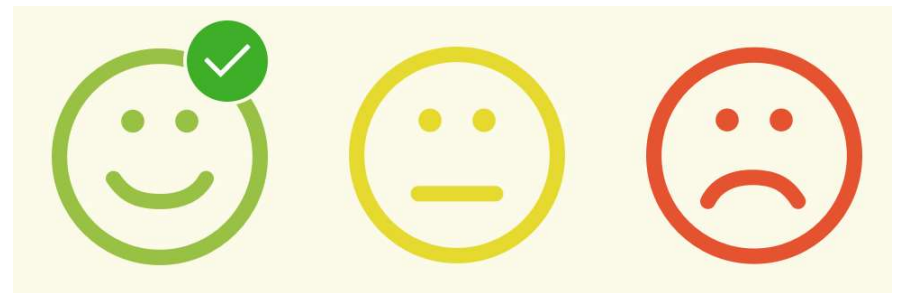
HOW WE RELATE THAT TO TECHNOLOGY SERVICES

- ♥ Most customers will accept standard service offerings, while a small number of larger customers will opt to customise their services
- ♠ The standard offering is generally formulated on what works and what can be consistently delivered
- ♦ The key difference between service providers is what is deemed to be acceptable as 'a standard' and who makes that decision
- ♣ Nothing remains constant over time - even the standard offering should evolve as technology or legislation changes

CUSTOMER EXPECTATIONS = OUR RELIABLE SERVICE

Field Service Technicians can be scheduled for:

- ♥ Preventative Maintenance
- ♠ Installations
- ◆ Conversions
- ♣ Relocations
- ♥ Systems Hardware Maintenance
- ◆ Break/fix Repairs
- ♣ CMS Connectivity



SERVICE CONTRACTS

A Service Contract is an insurance policy protecting your capacity to earn.

Our Field Service, guarantees venues receive additional support;

- ♥ Prompt response times to Break/fix calls
- ♠ Access to the largest inventory of Spare Parts, Aristocrat and other manufacturers
- ♦ Rapid access to multiple levels of Technical Support
- ♣ Ability to report faults at any time of the day, 365 day per year
- ♥ Credible assistance in response to game pay queries



ATTRIBUTES YOUR SERVICE PROVIDER SHOULD HAVE

- ♥ You need a Service Provider that is able to meet your requirements
- ♠ One that is open to any additional charges
- ◆ One that is a true partner by proactively offering prompt advice and assistance
- ♣ One that invests in training programs that ensure their technicians have up-to-date skills
- ♠ One who will partner with you in your business



THE THREE TYPES OF SERVICE

FAST Service that is high
QUALITY will rarely be CHEAP

FAST

Can do,
but quality
still comes
at a cost.

QUALITY

QUALITY Service that is
CHEAP will rarely be FAST

ARISTOCRAT SERVICE IS QUALITY!


THAT QUALITY IS INTENDED TO MINIMISE YOUR LOSSES BY MAXIMISING YOUR EQUIPMENT UP-TIME


CHEAP


CHEAP Service that is FAST
will be poor QUALITY

QUALITY SERVICE

 The aim is to be remembered - long after the initial sweetness of low price is forgotten

 Like insurance policies, they all appear the same on the surface. It's when the unforeseen happens that you realise what you pay for

 Day to day, most service providers offer a standard service which 'on the surface', is quite similar

 The measure of your service provider is how well they respond to the abnormal



OUR VALUE-ADD SERVICE

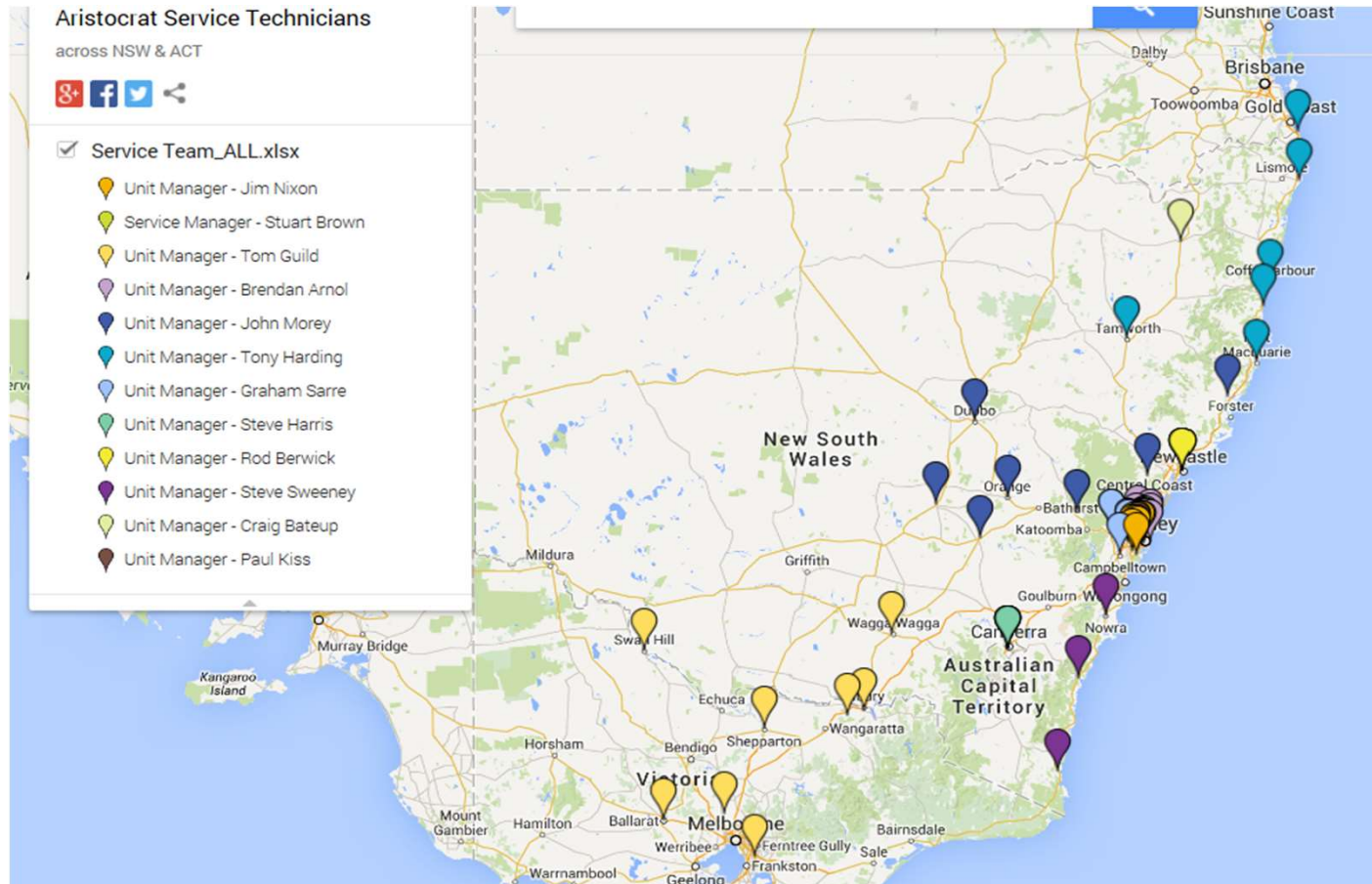
Your service provider should have ongoing programs for the following:

- ♥ Identifying and addressing Bill Acceptor rejection rates
- ♠ Maintaining Play Buttons & Mid Trim
- ♦ Maintaining screen sharpness and colour
- ♣ Ensuring artwork illumination quality
- ♥ Ensuring overall machine playability



LARGEST TEAM IN THE INDUSTRY

260+
Field Service Techs



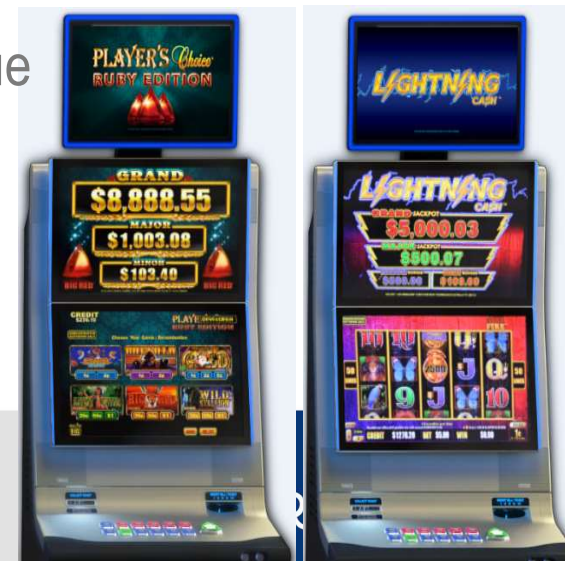
IT'S OUR FIELD SERVICE OPERATIONS RESPONSE TO THE ABNORMAL, THAT SETS US APART FROM THE REST!

TECHNOLOGY
SERVICES

ARISTOCRAT

DID YOU KNOW?

- ♥ Aristocrat, is the only Australian owned gaming manufacturer that provides Games, Cabinets, Systems & Service
- ♠ Revenue is impacted by lengthy egm down time
- ♣ 33% of Service calls are for Spare Parts i.e. Screens and button decks
- ♥ The largest gaming field service team in NSW & ACT
- ♠ The largest Repair Centre for spare parts
- ♦ Ability to support all egm manufacturers equipment in your venue
- ♣ Support to Aristocrat venue management systems
- ♥ Dedicated and highly trained technicians



**TECHNOLOGY
SERVICES**

Thank you & questions...