Raydiant

How to Create The Best In-Location Experiences for Your Casino

These days, people can gamble just about anywhere. With online gaming becoming more popular, Casinos need to be about the fun and enjoyment of being in the moment. Make your customers' experience a winning one.

Here are a few ways to provide your customers with the best possible experience at your casino.

1 Help them find their way

Casinos are loud, bright establishments with lots going on. Help your customers find their way to their favorite game, or perhaps a new one. With Raydiant, you can create highly visible wayfinding signage to help people get where they're going faster, so they can spend less time looking around and more time gaming.

2 Draw attention to big victories

Nothing generates excitement like a big win. Make sure the whole gaming floor knows it when one of your customers hits the next jackpot. Raydiant can help you create exhilarating graphics that draw attention. Thanks to the ability to process and play HD audio, you can even add sound alerts like cash register chimes or a winner bell to your graphics

3 Make ordering food and drinks easier

Keeping your customers from getting hungry and thirsty ensures that they'll spend more time in your establishment. Use digital signage to let them know what they can order and how. Raydiant has apps that let you create enticing menu boards and sync them with your online ordering system. You can even attach a QR code to your menu board so customers can order what they want quickly and easily while they're still in the mood.

4 Let them know what's out there

How many of your customers do you think have yet to find their favorite game? With Raydiant, you can create big, bold gaming boards that show off everything your casino has to offer so they can find it more easily. Use one of over 150,000 templates to create gorgeous signage in minutes that lets people know about all the games, shows, and amenities available to them.

5 Spend more time interacting with customers

With its cloud-based remote management system, you can spend less time taking care of boring-but-necessary tasks like changing out signage or making sure your promotions are in sync. That leaves you more time to go out and build familiarity and affinity with your customers while they're in your location. Make them feel at home and they'll keep coming back for more.