



Gabino Stergides,
President, bacta

In 2007 Gabino joined Electrocoin to gain experience in all aspects of the business. Most recently he led the development and sales of the Bar X Tablet System and Electrocoin's upcoming server based B3 compendium, whilst at the same time having taken over the family AGC in north London. During his time at bacta he has sat on Mancom as Chairman of Division 3 (where he successfully worked as a team with Jason Frost, bacta's past President). Gabino was elected as President of bacta in March 2017 and is Chairman of the Social Responsibility working group.



Nick Harding,
Senior Advisor
Gauselmann Group

Nick, 59, Senior Advisor to the Gauselmann Group in the UK has over 35 years' experience in the gambling sector. Nick is a past President of the trade association BACTA and sits on the advisory panel of the UK PG support charity Gambleaware. He was a Director of Business in Sport and Leisure, and is a Director of the UK Bingo Association. He was also the founding Chairman of iGGBA, the UK's first interactive gaming association. He has been Chairman of the Gambling Business Group (UK) since its inception in 2013.

Ticket In – Ticket Out: pathway to new payment options?

Ticket-in-ticket-out technology has seen significant growth in the UK and The Netherlands street gaming markets in a relatively short period of time. The EUROMAT Summit panel will look at the business benefits of this technology and consider the prospects for growth in other European markets

What are the operational benefits of TITO and do they only apply to large organisations?

Nick Harding: Not in any order; less downtime, removal of inconvenient hoppers/note dispensers, removal of 'dead money' from machine floats, improved security/reduced temptation, player confidence and confidentiality. Security for operator and player. This applies to all operators, not just larger ones.

Gabino Stergides: The key operational benefits are manifold. Probably the most important is the fact that operators are not leaving cash in the hoppers of the machines, which provides operational efficiencies both for in terms of the float and hopper jams. TiTo eradicates hopper starvation because it removes the need for cash to be concentrated in the machines.

In terms of the ancillary benefits of TITO, I'd highlight the fact that because a location's change machines are handling the TiTo receipts, there's no need for a cashier, cash counting or hand-pays, which means that you've also less staff handling cash in terms of security. There are benefits to the player too, as

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they're now able to control their own cash. They can choose when to cash out and can do so discreetly at the change machine, without alerting the entire location as to the size of their wins. Finally, I think that TITO is applicable to all organisations, no matter the size - though the scale of the investment would need to fit with their capital expenditure requirements.

How effective has TITO been in increasing game floor performance and efficiencies, hand-pays etc.?

Gabino Stergides: Since operators immediately save money in the machine floats, the gain is instant. Case-studies have shown that over the long-term revenues increase as a direct result of the installation, due to the fact that once players accept TITO it helps reduce player frustrations at having to wait for hand-pays and greatly increases privacy too.

Nick Harding: Initially we saw an incremental five per cent uplift in TITO installed venues, this advantage is now diminishing as more operators install TITO. Handpays are rendered redundant, which players are very positive about. The payout relationship is between the player and the GeWeTe cash recycler, which is much more secure.

How do customers react to the introduction of TITO and how does it effect player retention and acquisition?

Nick Harding: Initially players don't like TITO, which is (in my view) just a natural reaction to any change in the player/machine/operator relationship. Usually the most vocal critics are back playing with us within three days. I believe TITO aids player attraction as it is clean and easy to understand at a time where machines paying out cash are becoming an anachronism.

Gabino Stergides: Long-term, once customers have been educated to accept TITO, it's business as usual, with most locations showing a slight increase in revenues. I believe one of the main reasons for this is that when a machine runs dry, players believe there's no more money to win. If you remove hopper starvation from the equation, there's a positive uplift within the location as a whole. That said, we have seen TITO struggle to gain traction too, though it's often due to a failure to explain the system to the player. The player needs to understand that apart from the ticket replacing cash, nothing else has changed.

Does customer service improve as staff are freed from making frequent cash clearances?

Gabino Stergides: The introduction of TITO isn't about reducing staff within the location, it's about enabling staff to better serve customers by removing the time-consuming processes dictated by cash. We are seeing self-service kiosks and terminals replacing checkout staff in a wide array of venues, from petrol stations to supermarkets, and I believe that the introduction of TITO in the gaming industry is the next evolution of self-service for the convenience of customers.

Nick Harding: Yes.

Are operators using the full functionality of TITO - promotional couponing for example?

Nick Harding: Not yet, as that part of the GBG protocol is still being developed.

Gabino Stergides: Right now, I think the focus around TITO is concentrated on reducing the float and increasing efficiencies, but given the endless possibilities, I don't think it will be long before operators are fully exploiting the potential of the TITO systems to capitalise on their promotional benefits.