

NEXT STEP FAQs

GETTING STARTED

I'm interested and have filled in my details on the registration form. What's next?

A representative from MAX will call you within 48 hours to confirm eligibility and discuss NEXT STEP in further details. If you are eligible and would like to sign up to the program, we will provide an agreement for signing.

What additional information do I need to provide after signing up to the program?

Once you have signed and returned the agreement, you will be required to fill out an onboarding form where you will provide consent for MAX to access relevant venue data to commence the analysis process. Further information is available on this process in the 'Data and Reporting' section below. Our team is available and able to assist each step of the way, so please do not hesitate to contact your MAX Representative.

Can I change my selection of product streams once I've registered?

In some instances, you will be able to make changes as long as the team hasn't commenced the analysis process. If you wish to add product streams to your original selection, this may be possible depending on resource availability.

Can I pick and choose which stream of products are suitable for my venue or do I have to purchase the full suite of products?

Yes - you are able to pick the product stream/s most relevant to your objectives whether that's one or all three.

HELP AND SUPPORT

I don't have immediate access to cash flow, can I arrange for extended payment terms?

Yes - payment can be spread across a number of months to assist. Please discuss with your MAX representative at the time of signing the agreement.

If I needed further assistance from MAX once the results have been presented, is this possible?

Please discuss this request with your MAX representative who will provide a range of options.

I have some questions, who can I call at MAX?

Simply fill in your details via the registration form and a MAX representative will be in contact within 48 hours.

MICROSITE FAQs

DATA AND REPORTING

How can I securely send any required data across to MAX?

Any data required to be provided by you will be done through a password protected encrypted server. If required, the encrypted server will allow you to upload your data via a secure web portal which only authorised MAX staff will be able to access.

I'm having trouble accessing my data, is there any support you can provide?

Our team of experts can provide some guidance on how to extract data from various sources. If required, you can also talk directly to your system provider.

What format do you require the data in?

If you need to provide data, your MAX representative will provide you with a file that will structure the necessary format which you will then upload via a server.

How do I know the data I share with MAX will remain confidential?

MAX is bound by the Privacy Act and the Australian Privacy Principles. [Click here](#) to access our Privacy Policy.

Do I need to be using a particular loyalty system program for you to be able to analyse the data?

No – as long as MAX is able to access the relevant patron data including carded turnover, revenue, headcount, gaming visits, food and beverage visits.

How long would it take for the report to be completed?

Depending on the stream of products selected, the final report will be available within approximately two weeks from when MAX receives the relevant data from the participating venue. For venues who opt into the Gaming Performance and Member Activity streams, the report will be available within two weeks. For venues who opt into the Customer Insights stream, you will have access to the dashboard with real time data. A report will also be sent once the survey has concluded in field.

How often will I get the analysis once I sign up?

This analysis is a once off and you'll receive a report within approximately two weeks of sending the relevant data to MAX.

Can I invite other members of my team to the report presentation?

Yes – we encourage you to invite other members of the team who will benefit from the presentation.



MICROSITE FAQs

CUSTOMER SURVEY

Do I need a direct marketing and email platform to send the customer survey?

No – the surveys will be sent out by MAX using a trusted and secure email platform. We simply require access to your member database (name and email address) to send out the survey. As part of this process, you will confirm you have all necessary consents and authorisations from your members for the disclosure of your member database.

Am I able to choose the send date of the customer surveys?

MAX recommends sending out the survey approximately three weeks post opening however if you have a specific date in mind please discuss this with your MAX Representative.

Can I ask specific questions on my venue in the customer survey?

Yes – there are options to test a number of scenarios and could involve assessing preference of restricted opening hours, attendance numbers, use of the Government COVIDSafe app, partial reopening of the venue and more. Please discuss your requirements with your MAX representative.

Can I personalise the survey with my venue details when it gets sent out?

Yes - the survey can include your venue logo and will be signed off with your venue name. Please provide the logo in hi res JPEG format to your MAX representative.

What if a member has a question once the survey is deployed? Will you send me the customer's details to respond?

Yes – there will be a central email address that all feedback and questions will be sent to and any questions relating specifically to your venue will be forwarded on so you can respond directly. We suggest you respond to all customer feedback within 48 hours. The email address you provide on the onboarding form will be MAX's point of contact to forward all relevant customer queries, so please ensure this inbox is regularly monitored.