

Global Payments Delivers Wins With Cashless Gaming App

When Global Payments was looking to modernize its customer experience within casinos, it leaned on its partnership with Insight for a cutting-edge solution.

The vision: An improved and modern customer gaming experience

For more than 20 years, **Global Payments Gaming Solutions** has provided the hardware, software and strategic services needed to successfully manage gaming operations and deliver rich consumer commerce experiences. But beyond supporting the status quo, the organization is striving to change the way casinos do business with their patrons by bringing them up to speed with broader consumer trends. In 2017, when Christopher Justice took on the role of president of Global Payments Gaming Solutions, he did so with the goal of driving digital transformation across the gaming industry.

Justice realized casinos had largely failed to keep up with consumer expectations around self-service and mobile technology and recognized the opportunity for Global Payments to develop a solution. After assembling an internal group to explore how the company could provide customers with more modern, streamlined gaming experiences, he quickly realized the traditional approach not only requires a significant amount of players' time but also creates numerous opportunities for distraction. Due to our successful existing partnership for data analytics solutions and reputation for digital platforms and cybersecurity, Insight was Global Payments' choice for a solution that would create a more convenient alternative that effectively delivered the casino cage or kiosk into users' hands — enabling them to spend less time planning and more time playing.

“Our ambition is to change how casinos do business and how consumers do business with the casino, helping to deliver that same speed, efficiency and security that consumers have conducting business anywhere else on the planet.”

Christopher Judge
President of Global Payments Gaming Solutions

A game-changing solution

After determining the product scope, the Global Payments team set to work developing a Proof of Concept (PoC) for a comprehensive cashless gaming solution dubbed the VIP Mobility app. Over the course of 18 months, the Global Payments and Insight teams worked together to make the vision of a mobile, self-service gaming experience a reality. Our collaborative efforts culminated in one of the first and, arguably the most innovative, cashless gaming apps on the market — one that delivers speed, simplicity and security for users and casinos alike.

Industry:
Gaming

The challenge:

Enable casinos and gaming institutions to curate cashless and convenient patron payment experiences.

The solution:

Digital payment app that delivers unmatched security and a simple, enjoyable user experience

Insight provided:

- Professional Services
- Modern app development

Unlike alternative mobile gaming solutions that rely on a wagering account system, by building on the casino voucher systems, VIP Mobility allows organizations to maintain existing processes, from balancing and reconciling accounts to handling customer disputes.

This solution enables gaming institutions to rapidly adopt the technology and deliver transformative consumer experiences without causing operational disruption or requiring additional training for staff. It also simplifies the experience for users, eliminating the lengthy enrollment process and complex funding transfers associated with wagering accounts while allowing players to use a single profile at any casino where the VIP system is available.

In addition to developing a superior user experience, the Insight and Global Payments teams placed a critical emphasis on security and compliance throughout the app development process. This included ensuring that funds remain completely visible and auditable as they move from the user account to the casino and vice versa. Wagering account solutions, by comparison, rely on outdated magnetic stripe cards and four-digit PINs, offering none of the standard protections associated with modern financial security. With this revolutionary combination of efficiency, convenience and robust security, the Global Payments VIP Mobility app now offers casinos and their patrons a faster path to smarter gaming.

The outcome: A convenient, cashless mobile gaming solution

The VIP Mobility app initially launched in April 2021 and has already been adopted by gaming institutions across California and Oklahoma, with numerous other states currently in the approval stages. Those organizations using the app have already seen significant results. With the success of this initiative, the Global Payments and Insight partnership has flourished. Moving forward, the Insight and Global Payments teams will continue to optimize and expand the capabilities of the VIP Mobility app to ensure it remains the gold standard for cashless gaming. Beyond the scope of this project, Global Payments has also enlisted Insight to help broaden its focus on mobile and self-service technology — using the VIP Mobility app as a blueprint to deliver innovative experiences to new markets.



Watch this video with the President of Global Payments Gaming Solutions, Christopher Justice, to learn about our partnership.

[Watch now →](#)

Benefits & outcomes:



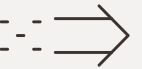
Improved
user experience

Secured cashless
payments without
sacrificing speed



Simplified
implementation and
onboarding for casinos

Streamlined
compliance for
financial interactions



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