



Twin Arrows Casino Resort Launches REACH 365™ Digital Engagement Systems for Customers and Employees Alike

Arizona Property First to Implement Proven and Award-Winning Product for Both External and Internal Use

LAS VEGAS, Nevada (April 2, 2018) – Engaged Nation, creators of the patent-pending REACH online digital engagement system, announced today that Twin Arrows Casino Resort in Flagstaff, AZ has launched their award-winning REACH 365 platform—one for their customers and a tandem version designed to train their staff. This gamified online engagement system is customized for their guests under the private-label brand *Bonus Rewards* and *Team Arrows* for their employees.

“We are excited and confident that this customized digital engagement program will give us a competitive edge,” said Bryce Warren, GM of Twin Arrows Casino Resort. “When we saw its past results and how it can extend all our marketing initiatives, we eagerly embraced the opportunity to implement this state-of-the-art gamified marketing program. We’re also very excited to use this program with team members to improve our guest experience.”

The REACH 365 program utilizes a subtle form of incentive psychology to create a desired outcome determined by each individual property, from creating more awareness and interest in property amenities and promotions to driving quantifiable incremental property visits and revenue. The program cultivates active participation with a variety of fun and “edutaining” online games and activities as it awards virtual currency, drawing entries, and other instant rewards that can only be redeemed at the casino property.

In a similar fashion, staff members use the *Team Arrows* portal to keep apprised of property promotional programs and other changes, learn about customer service and teamwork, as well as the history and culture of the Navajo people. Like customers, team members earn virtual currency for their participation that they can use to redeem for rewards. This instant gratification and recognition is key to a successful employee engagement program.

“We’re delighted that Twin Arrows Casino Resort is now using our award-winning REACH 365 gamification technology to power both their digital marketing and employee improvement programs,” said Jerry Epstein, CEO of Engaged Nation. “We know our dynamic programs will create a significant return as it helps raise the bar for customer service and provides fun ways for players to interact with their brand. This experience

for both team members and players is designed with one outcome in mind—to enhance our client’s brand and drive incremental revenue.”

The employee platform went live on March 8 and the customer platform will launch in the coming weeks.

About Engaged Nation

Founded in 2008, Engaged Nation is the leader in strategic gamified marketing with its patent-pending REACH™ system. Using multiple digital platforms that educate and entertain, REACH™ creates a customer engagement cycle that repeatedly engages, incentivizes and retains existing customers, reactivates dormant customers, drives new customer acquisition, and creates true brand ambassadors who generate significant incremental revenue for businesses. For more information about the company’s suite of gamified digital engagement products, please visit www.engagednation.com or call 702-778-0706.

About Twin Arrows Casino Resort

Located in picturesque Flagstaff, Arizona, Twin Arrows Casino Resort is one of four properties operated by Navajo Nation Gaming Enterprises. Here, art and architecture have combined to both embody and showcase the rich history of the Navajo people, while providing an unparalleled casino resort experience. As Northern Arizona’s only 4 Diamond property and premier casino resort destination, Twin Arrows offers the latest gaming excitement, lavish resort amenities, gourmet dining at its finest, luxurious guestrooms, and expansive meeting space. It was voted “Best Casino Resort Destination of 2013” by the readers of *Experience Arizona Magazine*. For more information, please visit www.twinarrows.com.

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