



# iQ - PVO™

## *Patron Value Application*

Qualex Patron Application provides the fastest and most responsive form of communication with patrons ranging from casinos to hotels and restaurants. Enhance your patron loyalty by letting your patrons know you care. PVO features automated targeted SMS for patron campaigns; constantly keeping them updated on activities and events of interest increases loyalty.

PVO insures they are informed on the latest campaigns, events and special discounts. PVO also lets patrons know you remember them personally by sending them personal alerts such as birthday specials or anniversary offers. By offering not only bulk SMS and individual SMS sending options, PVO also schedules: automated SMS, promotional SMS, email forwarding and database integration. PVO sets the trend for a patron SMS application

Here are a few key features with iQ-PVO:

- PVO supports immediate communication.
- Patron base is highly mobile.
- Supports local/nationwide/global service and mobility.
- Automated patron communications.
- Corporate awareness of all SMS dialog.
- Instant Campaign success monitoring.
- Instant Alert notice to staff.

Qualex and all other **Qualex Consulting Services, Inc.** product or service names are registered trademarks or trademarks of Qualex Consulting Services, Inc. in the USA and other countries. © indicates USA registration. Other brand and product names are trademarks of their respective companies. Copyright 2008, Qualex Consulting Services, Inc. All rights reserved.

**WORLD HEADQUARTERS:**

11900 Biscayne Blvd,  
Suite: 770, North Miami, FL 33181  
U.S. & CANADA SALES 877-887-4SAS (4727)  
[www.qlx.com](http://www.qlx.com)

The iQ-PVO™ service is offered for a minimum of four months. After this initial period, either Qualex or the client can terminate the service without any additional responsibilities or costs. The decision to conclude services requires a one-month notice. The notice provides Qualex time to conclude any pending services. Your organization will pay for maintenance services according to the standard Qualex consulting fee schedule. Payment includes all appropriate taxes according to local laws. Services are paid monthly. Qualex may increase its maintenance fees only once a year.