

Aiming to please

Choice for customers is key

SUZOHAPP has been a fixture in the industry for many years, and as such has become adept at providing exactly what the customer needs.

In today's troubled climate, this ability to provide tailored solutions is more valuable than ever.

"What customers want, especially in a post-Covid world, is choices," said Tim Kennedy, vice president of sales for Europe at SuzoHapp. "Some people are ready to resume life and want to go back to cash and normalcy as soon as possible. Others are still wary of what we don't know and the efficacy of vaccines and will want to keep things to minimal touchpoints and interactions, in which case having cashless and contactless options are necessary. The point here is that by giving the customer the choice to pay in whatever way they feel most comfortable, you will have a happy customer."



"We aim to be the only call a customer makes, whether they're looking for an individual component or replacement part or a complete turnkey solution. To that end, involving customers in our designs, especially for more complete solutions, is critical and their feedback gets implemented every step of the way."

"A large portion of our business is done completely to custom designs in order to suit customer needs. We work with our partners to fine-tune designs that we know will work in a given market and give advice based on our years of industry experience, but ultimately we cater to what our customers want as they know their business best. We also can offer a wide variety of options when customising solutions in order to maintain quality expectations and innovative design principles without sacrificing too much on cost and budget."

The company prides itself on its ability to offer the right solution to the right market.

"SuzoHapp succeeds in this ever-changing market by being adaptable," said Kennedy. "If there was anything that we learned over the course of the pandemic it was that you needed to be adaptable to succeed. In terms of having products that are ready to go to market right away, we are very intentional with our selections of base configurations so that they can market to as many different legislative, equipment type and economic development types as possible. This is for customers who aren't necessarily picky about what they have but need to get it quickly and have it meet local regulations."

"If the environment for a product is extremely complex, however, we combine the desires of the customer with our industry knowledge to anticipate what will be required to be successful in a market and custom design a solution meeting both sets of criteria."

Although world economies remain tentative, optimism combined with a healthy business outlook is the best recipe for the current payments ecosystem. "Optionality will be key going forward as we've learned that everyone's comfortability level is different, and we have to respect that," said Kennedy. "Some people loved the fact that they didn't have to interact

with people at all during the pandemic and would prefer to continue that going forward. Others are craving those normal interactions that we had in a pre-pandemic world. Both types of customers want to enjoy their play. How do you satisfy both? You give them all the options in one location."



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You Need to Make



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