

A background image of a pool table with several balls scattered on the green felt. The balls are in various colors, including red, white, yellow, and purple. The number '4' is visible on a purple ball in the foreground.

# Revolutionising Pool Table Payments

Delivered for **CRYSTAL LEISURE**

## AT A GLANCE

Discover how Crystal Leisure boosted revenue by 60% with GPT's pool table solutions.

## INTRODUCTION

Crystal Leisure is a trusted operator of pool tables and gaming machines in pubs across the UK. They sought a modern payment solution to address changing customer habits and operational challenges. Partnering with Game Payment Technology (GPT), Crystal Leisure implemented both the PoolPay and TR-SLU pool table solutions, increasing revenue and giving them greater operational control.

## THE CHALLENGE

As more customers rely on card payments, pubs increasingly operate without cash floats or cashback services. This shift leaves traditional coin-operated pool tables at a disadvantage.

Chris Ackers, owner of Crystal Leisure, recognised the urgency of adapting:

*“Pubs don’t hold floats anymore, and a big percentage of their revenue is on card. If we didn’t adopt Game Payment, we’d be losing revenue because people just don’t carry cash.”*

Pool tables can usually be set into free play mode by providing a control key to the venue. With Game Payment, the operator remains in complete control of the price charged at all times. This reduces lost revenue and makes reconciliation much simpler.

**Game Payment**  
TECHNOLOGY

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# Game Payment

TECHNOLOGY

## THE SOLUTION

Crystal Leisure adopted GPT's PoolPay and TR-SLU solutions. The TR-SLU is a small, low-cost hardware unit, designed to interface with the Game Payment app. It's plug and play design means that it can be retro-fitted to tables within one minute. Operational benefits include reduced cash handling and simplified maintenance through the TR-SLU's battery health monitoring feature, which minimises downtime and ensures optimal functionality.

PoolPay allows players to pay for pool games directly through a card payment terminal—no app required. PoolPay can manage payments across multiple tables within a venue, making it an ideal solution for busy pool halls.

The combination of both solutions has enabled seamless cashless payments for Crystal Leisure. With dynamic pricing options, they have been able to remotely set different rates for peak and off-peak hours or enable free play during certain times, such as for pool matches.

Chris noted:

*“With Game Payment, we’re in control remotely. It’s a game-changer.”*

The free play functionality has proven highly effective for Crystal Leisure's customers. During pool matches, pubs have used free play to encourage customers to stay longer, boosting bar revenue.

Chris explains:

*“Free play during the week for pool matches has been a hit with the pubs. One site told me it encouraged customers to stay and drink later. That’s more revenue for the pub and for us.”*

## IMPACT ON REVENUE

The adoption of the Game Payment system has been transformative for Crystal Leisure's operations and revenue.

Chris highlighted that some of his pool tables are now generating around £300 per month in cashless payments on top of the usual amount in cash.

**Overall, revenue per pool table has increased by 60%!**

## LOOKING AHEAD

The success of PoolPay and the TR-SLU has prompted Crystal Leisure to commit to rolling out the technology across all of their pool tables.

Chris Ackers summed up the experience:

*“The Game Payment system works, and it works well. Customers love it, it’s increasing our revenue, and it’s helping the pubs we work with. It’s a win for everyone.”*

## CONCLUSION

GPT's solutions have delivered significant benefits for Crystal Leisure, from increased revenue to enhanced customer satisfaction.

These innovations underscore GPT's commitment to revolutionising the amusement industry with cutting-edge, user-friendly payment technology.

## ABOUT GAME PAYMENT TECHNOLOGY

Whether you're in gaming, hospitality, retail, or any other industry, GPT offers secure, seamless, and efficient cashless payments to enhance customer convenience and streamline your operations.

Say goodbye to cash handling and hello to smarter, faster payments tailored to your business needs.