CASE STUDY

MEDIA & ENTERTAINMENT INDUSTRY

Modernising customer loyalty program to align with new regulatory requirements

Project: End-to-End QA for Regulated Gaming Ecosystem

KEY OUTCOME 1

Achieved regulatory compliance across 3 states and 5 integrated systems

KEY OUTCOME 2

Reduced QA cycle times with automation

KEY OUTCOME 3

Enabled 100% ID-verified, cashless, loyalty-linked customer play experience

BACKGROUND

A major resort & entertainment company engaged KJR to support the delivery of its Pre-commitment and Carded Play Implementation and modernising their customer loyalty program. This was designed to align with new regulatory requirements across Victoria, New South Wales, and Western Australia.

These reforms required Casino Operators to enable ID-verified registrations, enforce play limits, enablement of cashless Casino Operations for gaming and issue player activity statements. Manual verification processes and disconnected systems created delays and compliance risks.

KJR was selected to lead quality assurance for a newly integrated solution combining secure ID verification (via Au10tix), real-time loyalty logic, eCash and Neo card reprint kiosks to ensure a seamless customer experience that met evolving legislative demands.

CHALLENGE

Critical risks were identified late in the project reducing the team's ability to proactively manage issues across a highly integrated, vendor-driven architecture.

The implementation involved complex functional/architectural/Integration changes, new ID verification processes, loyalty tier management logic, Cashless enablement, and regulated player activity statements—all with tight timelines.

In addition, the customer needed to validate downstream impacts across legacy systems and ensure accurate synchronisation of customer data. There was also the added complexity of preparing for regulatory audits and Go-Live in Melbourne, Sydney, and Perth under evolving gambling legislation, requiring watertight compliance validation.

SOLUTION

KJR deployed a structured, risk-based QA approach including manual and functional/Non-functional/System Integration testing, UI validations, downstream verification, and test coverage of new ID verification workflows.

Player activity statement generation, play limit enforcement, Enabling Cashless Casino Operations and opt-out messaging were validated against jurisdiction-specific compliance requirements.

KJR collaborated with stakeholders through regular triages and introduced custom utilities to simulate test scenarios at scale. Additionally, automated test data provisioning and environment orchestration helped reduce manual overhead.

KJR de-risked production rollout by verifying end-to-end data flow - from ID scan to card issuance and enabling cashless transactions and loyalty status assignment.

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DELIVERABLES

KJR delivered a targeted QA strategy designed to meet the dual goals of regulatory compliance and seamless customer experience. System Integration/Functional and UI testing was conducted across new ID verification workflows, play limit enforcement, Cashless Enablement, and loyalty card issuance.

KJR validated end-to-end data flow across systems including Loyalty App, Neo Card Reprint Kiosks, eCash, legacy systems, Middleware (Azure PaaS/IaaS) and the Au10tix ID service.

Player activity statements and opt-out communications were tested against jurisdiction-specific requirements. Utility scripts were created to streamline test data generation, and automated processes were introduced to manage non-production environments.

KJR also supported UAT and pre-Go-Live phases with detailed reporting and traceable test outcomes in JIRA/Zephyr.

KEY OUTCOMES

KJR enabled the customer to confidently launch its Pre-commitment and Carded Play-compliant loyalty program by delivering structured, traceable, and jurisdiction-aware quality assurance. The QA strategy embedded by KJR ensured early defect detection, robust integration validation, and full traceability of requirements to test coverage.

KJR's hands-on testing across the Au10tix, eCash integration, secure ID matching, loyalty tier assignments, and multi-factor authentication card reprint kiosks resulted in a seamless customer experience and strong audit-readiness.

By verifying the accuracy of player activity statements and ensuring enforcement of deposit/play limits, Cashless Enablement, KJR directly contributed to the customer's compliance with the Victorian Gambling Regulation (Pre-commitment and Loyalty Scheme) Regulations 2014, NSW Gaming Machines Act 2001, and the Western Australia Gambling Regulations Amendment Regulations (No. 2) 2025. The solution also ensured correct downstream reflection of ID-verified registrations in the casino management system.

Additionally, environment stability and faster test cycles enabled the customer to mitigate risk and reduce last-minute surprises. Stakeholders received timely insights and clear test evidence, helping them make informed Go-Live decisions. The result was a smooth, compliant rollout of the customer's loyalty services across Victoria, New South Wales and Western Australia, supporting regulatory transformation.

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CUSTOMER BENEFITS

KJR's contribution delivered enduring value to this resorts and entertainment company by embedding compliance-aligned QA across the project lifecycle. With rising regulatory expectations around loyalty schemes, player tracking, and customer communications, the customer needed confidence that its systems could meet obligations while delivering a frictionless customer experience. KJR helped bridge the gap between technical implementation and regulatory interpretation—testing not only just the "what" but also the "why" & "How" behind critical features like ID verification, activity statements, Cashless Enablement, and tier opt-out flows.

Through hands-on collaboration/thorough Req Analysis and tailored test planning, KJR de-risked the customer's compliance exposure while reducing future QA effort. By automating environment provisioning, using utility scripts for repeatable test data creation, and validating live integration with third-party services (Au10tix, Neo Self-Serve CardReprint Service, eCash), KJR enabled faster cycles and better traceability.

Importantly, KJR's involvement positioned the customer's loyalty program for audit-readiness across multiple regulatory jurisdictions. The quality assurance approach helped the customer improve customer satisfaction, reduce downtime, and avoid costly rework. Ultimately, KJR's work ensured the customer's new loyalty ecosystem was not only functionally sound but also aligned with its regulatory goals.

TOOLS & TECHNOLOGIES

Au10tix, Neo, eCash, Azure, Zephyr JIRA, Confluence, Splunk