Sonoma Guide
Customer Reactivation Report

Instructions for reviewing / printing a list of Customers who have played at a specific property after a certain date but not since another specific date.

1. From the main menu goto **Reports**
2. Choose report category **Customer**.
3. Under *Choose Report* select **Customer Lists / Labels**
4. Select the Name / Address format
5. If you only want customers to be mailed to, select the "Exclude No Mail" checkbox
6. Click the "Basic" tab for the first set of filters
7. Enter the date they have played since under the Start column of Most Recent Play
8. Enter the date they should not have been in since under the End column of Most Recent Play
9. Click the "Play" tab for the next page of filters
10. At the bottom of the screen select the correct property from the "At Specific Casino"
11. Click Show Report

This report will show each customers name, cardnumber, address, city, state, zip, gender, age, point balance (optionally), visits, date enrolled, most recent date, and email address if they have it.