

“I’d call the results staggeringly good. I knew this would be a huge deal but it’s exceeded even my lofty expectations”

~ Ryan Frohberg,
Director of Marketing



The Challenges

- ▶ Better utilize Casino Hosts' time and resources
- ▶ Increase profit from players
- ▶ Identify and convert profitable uncoded players
- ▶ Make informed comping decisions on the spot

The Results

- ▶ Dramatically decreased Casino Hosts' office time and increased their time on the floor
- ▶ 38% year-over-year profit increase from carded players
- ▶ 4% increase in new carded players after 2 weeks of use
- ▶ Identified key out-of-market players and converted them to returning players
- ▶ Identified and coded new VIPs

TraffGen's Mobile Host Product delivers immediate impact for Operators

For most casino operators, it is generally accepted that a minority of guests drive the overwhelming majority of the revenue. Most operators face the challenge of how to attract and graduate the next tier of guests into the high value tiers.

Personalising a player's experience combined with new player acquisition are key components to a successful player development strategy. Casino Del Sol in Tucson Arizona recognized this challenge and partnered with TraffGen to find a solution.

Casino Del Sol Challenges

- ▶ How do we better utilize our Casino Host's time to increase spend from our coded players and ultimately increase yield, ADW, and visitation from our players?
- ▶ How do we identify players on the floor who are uncoded, and how do we manage their progression to VIP player status?
- ▶ How do we empower the Casino Hosts to make comping decisions while managing budgets & preventing over-spend?

TraffGen Solution

Pro-Host is designed to empower Casino Hosts by providing them with real-time player data exactly where & when they need it. The program provides a Casino Host with full visibility to the key information & location of every hosted and un-hosted player on the floor in real-time. With a swipe of a finger they can identify hosted, and un-hosted players actively playing on the floor. This is invaluable because now they can target them for further development. Casino Host's will spend less time in the office and more time out on the floor interacting with casino patrons.

The User Interface (UI) is intuitive and graphically simple. This means **training time is 15-30 minutes**. The real-time reporting helps management better quantify and assess the productivity & success of their Marketing and Player Development efforts. Additionally, Pro-Host offers a Single Player View and provides true costs & value for each player.

Results

Casino Del Sol (CDS) implemented TraffGen's Pro-Host module (speedily integrated with the live IGT CMS) and benefitted from overwhelming results immediately. The ease of use and intuitive nature of Pro-Host allowed Del Sol's Casino Hosts to hit the ground running. **After 2 weeks of deployment with Pro-Host, CDS increased profit from coded players nearly 17% from pre-deployment and 38% year-over-year (up from 4% in the existing YoY)**. Additionally, they identified and advanced many new VIP players, representing a **4% increase in total carded players in only 2 weeks of use**. The results were both correlative & causal based on the use of the Pro-Host module.

- ▶ Identified key Out-of-Market players with high ADT and immediately converted them into return-trip customers
- ▶ Identified & coded new VIP players, and converted them into coded players
- ▶ Experienced a 16.7% increase in profit from coded players since implementation
- ▶ Increased profit from coded players by 38% over the same period last year
- ▶ Dramatically decreased Casino Hosts' office time and increased their time on the gaming floor

TraffGen helped Casino Del Sol accomplish these results by understanding the customers need to bridge the gap between Marketing and Player Development, and provided custom solutions designed to allow them to tackle difficult business problems.

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