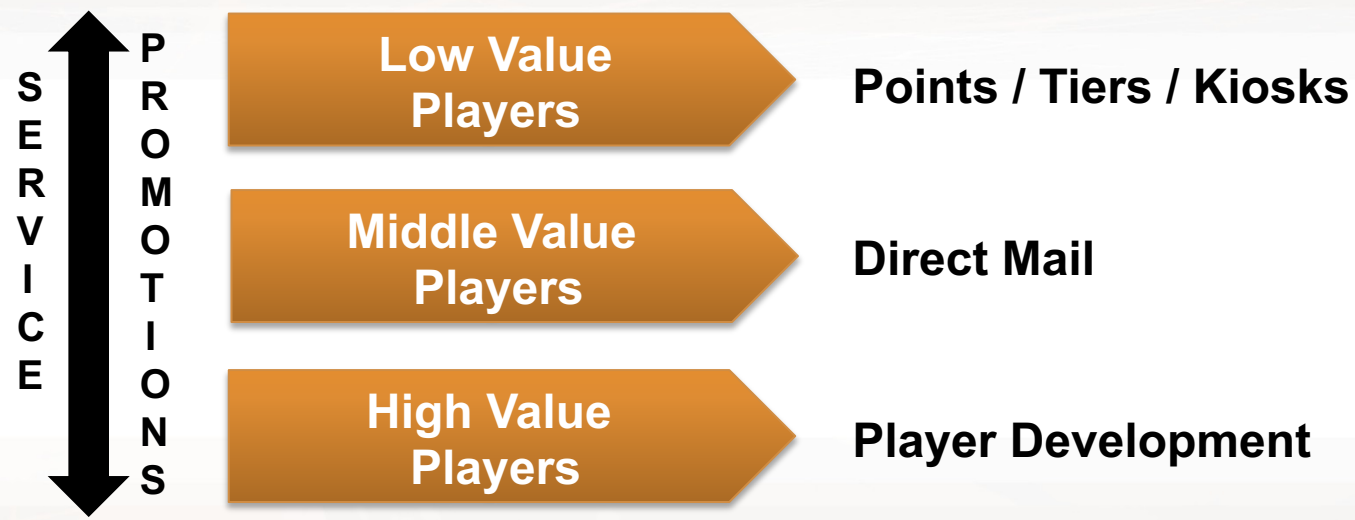


Bridging the Gap: A Progressive Model for Integrating Your Loyalty Club and Player Development Departments

Presenters: Steve Browne, Senior Raving Partner, Player Development and Guest Service
Janet Hawk, Raving Partner, Player Development and Marketing

Monday, July 22, 2019
2:00 pm – 2:45 pm

Casino Marketing Function Overview



Problems With Current Model

- ❑ Boxes are not managed relative to one another to avoid layering of reinvestment tactics, inefficient crossover of tactics (call a host-itis for one), and excessive reinvestment across wrong segments (the free-buffet-for-two).
- ❑ Marketing tactics are segregated across the individual functions of Casino Marketing, Loyalty Club, and Player Development, leading to confusion and left hand/right hand syndrome.
- ❑ Opportunities to penetrate appropriate segment thresholds to drive incremental revenue are lost due to no strategic connection between tactics, functions, and personnel.
- ❑ The player journey gets hijacked and fragmented due to the turbulence caused by the boundaries created through vertical integration of these functions.

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**Building A New
Model: Assessing
Player Needs**

Player Type

Services

**Low Value
Players**



**Loyalty Club Services
Floor Service/Promotions**

**Middle Value
Players**



**Loyalty Club Services
Floor Service/Promotions
Comp Requests
Call Center Services (In/Out Bound)**

**High Value
Players**



**Loyalty Club Services
Floor Service/Promotions
Comp Requests
Call Center Services (In/Out Bound)
Outbound Sales Services
One-To-One Concierge Services**



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**Building A
New Model:
Assessing
Player Needs**



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Player Journey

Sign-up/Acquisition

New Player Floor Touch

Bounce-Back Offers

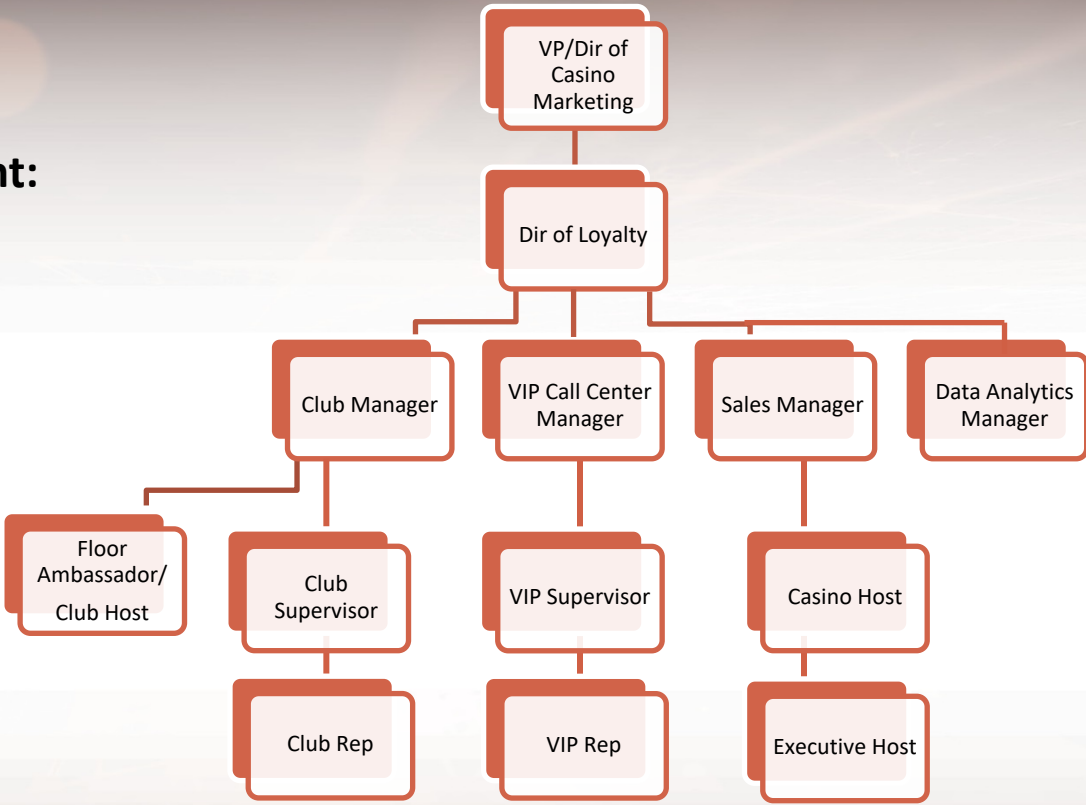
Evaluation (2/3 Trip)

Segment Assignment

Segment Tactics

Track/Lift/Growth

Combined
Loyalty
Department:
Org Chart



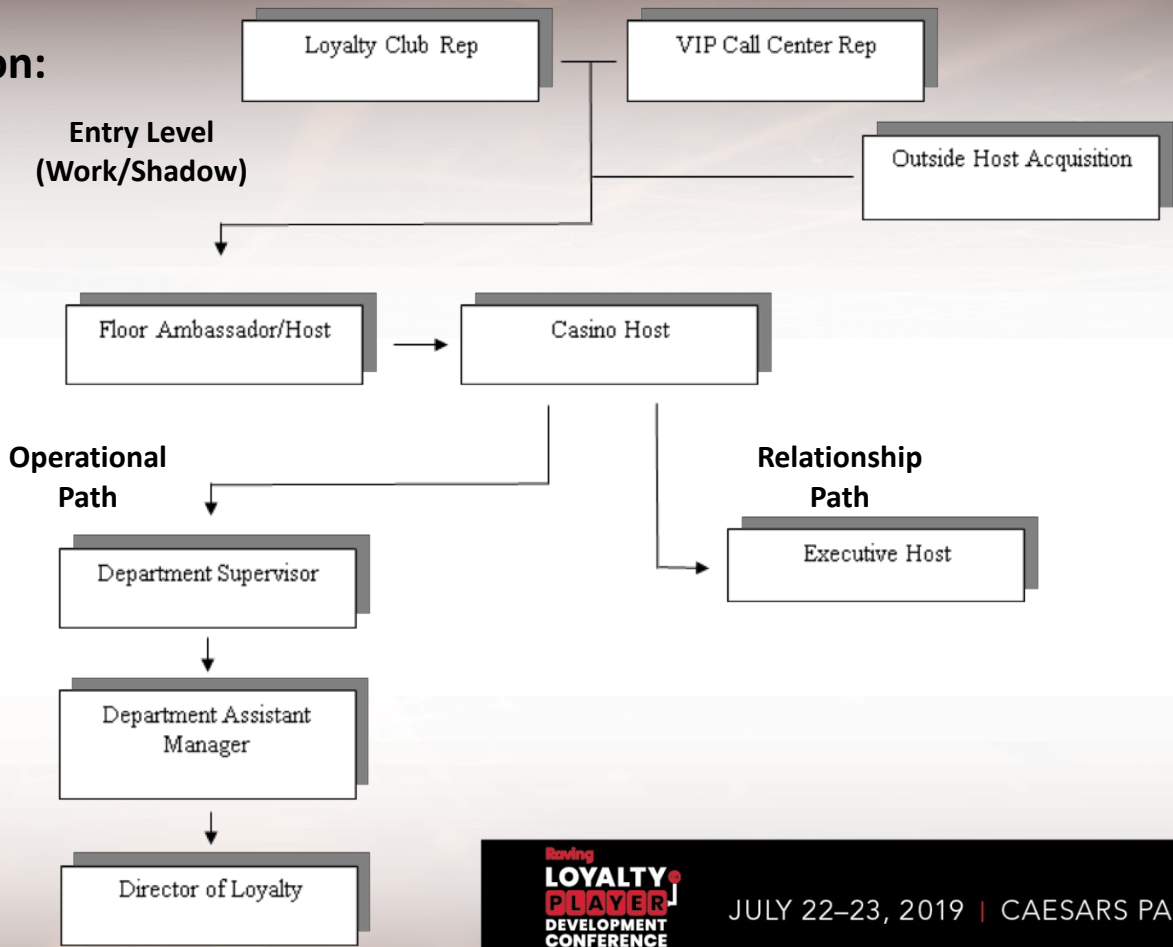
**Position
Duties**

Loyalty Club Reps	
Low/Middle/High Value Players	– All Administrative Club Functions – Floor Rotation (Card Sign-up/Card Usage)
Loyalty Club Floor Ambassador/Host	
Middle/High Value Players	– Floor Rotation (Card Sign-up/Card Usage) – All Guest Service Functions (Concierge Services, Minor Comp Requests) – Host Coordination (Player Touches, Concierge Services)
VIP Call Center Reps	
Middle/High Value Players	– All Inbound VIP Service Requests – Select Assigned Outbound Sales Calls to Targeted Lists
Executive/Casino Hosts	
High Value Players	– Manage Assigned Book of Business (High-value) – All Inbound/Outbound Services Against Assigned Book and Sales Targets



Bridging the Gap: A Progressive Model for Integrating Your Loyalty Club and Player Development Departments

Loyalty Function: Career Path



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Significant Points/Takeaways

- ❑ Transforms your loyalty club reps into host/ambassadors to improve engagement with your mid-value players, freeing your hosts to focus on new revenue and high-value players.
- ❑ Utilizes the synergy between the Loyalty Club and PD function to extend your player development efforts deeper into your database where revenue growth potential is often greatest.
- ❑ Uses the integration of Loyalty Club and PD to overcome “call a host-itis” and the “free-buffet-for-two.”
- ❑ Uses the combination to create a defined and effective career path for team members within the Player Development and Loyalty Club areas.

Q & A

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Questions? Contact Amy Hergenrother
(775) 329-7864 | amy@ravingconsulting.com