

CLUB Breakout: Host Skills for the Loyalty Club Team

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and Operations**

**Tuesday, July 23, 2019
1:15 pm – 2:00 pm**

Quiz for Loyalty Club Skills

1. What are some of the hard skills (teachable) that Loyalty Club team members need to succeed?

- a) Computer Skills**
- b) Math Skills**
- c) Technical Skills**
- d) Organizational Skills**
- e) Communication Skills**

Quiz for Loyalty Club Skills

2. What are some of the soft skills (inherent) that Loyalty Club team members need to succeed?

- a) Personality**
- b) Attitude**
- c) Appearance**
- d) Problem Solving**
- e) Accuracy**

Who is in charge and defining the program?

What is your organizational chart?

Director of Marketing

Player Development Manager

Club Manager

CONTINUITY

Do they understand the math?

How many dollars to earn a point?

How many points to earn a dollar?

How can they be redeemed?

Do you have cash back?

Is there more than one bucket?

Do they understand the math?

Comparisons of programs

Every \$3 dollars coin in = 1 point (majority)
100 points = to \$1.00 = to .0033 of a \$1.00

Every \$5 dollars coin in = 1 point
100 points = to \$1.00 = to .002 of a \$1.00

Every \$1 coin in = 1 point
500 points equal to \$1.00 = .002 of a \$1.00
Is your video poker different?

Danger Zones

Multiplier Days 3x, 5x, 7x, 10x points

Video Poker Hold percentage

Table Games

Standard Calculation

Average Wager **x** Decisions per Hour **x** Theo **x** Length of Play

Do you have cash back in Tables?

Retail versus Wholesale Values

Buffet \$15.00 cost = to 1500 points. Cost of goods is 0.33% = to \$5.00.
1500 points = to \$4500 coin in $\times .00333 = \$14.99$

Hotel room is empty, it costs \$20.00 to turn over room.
Average daily room is \$100.00. Free with points. 10,000 points = to \$30,000 coin in.
30,000 $\times .00333 = \$99.99$. The real cost \$20.

\$4,500 coin in: House Hold is 10%. Casino win equals \$450 – \$15 buffet.
The real value is \$5. The casino profits \$445.

Triggers

When communication need to take place:

- ADT or ADW is it \$50 \$75 \$100
- Number of Trips
- They reached a new Tier Status
- Actual Loss
- Quick Loss
- New Players
- Reactivation

Succession Planning

New Hires

Opportunities

Career Development

Skill-based specific

Leadership

Four Additional Skills

You must be able to translate the VALUE.

THIS IS LEADERSHIP

1. Show up for work
2. Perfect your craft
3. Patience
4. Stay out of trouble

Q & A

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Questions? Contact Amy Hergenrother
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