



# Betting on the Dice

Giving customers what they want with the help of analytics.

## Industry

Hospitality, Entertainment

## Business Issue

Obtain timely, relevant and consolidated information to gain new customer insights in order to create better marketing campaigns and optimize their resources.

## Solution

SAS® Enterprise BI Server  
SAS® Enterprise Miner™

## Benefits

Increase in frequency of visits and spending from high-potential customers. More Genting World Card members upgrading their memberships due to attractive packages.

Is gaming more than just a roll of the dice?

Genting Malaysia Berhad, the company that runs Asia's top casino – Casino de Genting – thinks so.

### The business at GMB

Established in 1980 as Resorts World Berhad, now known as Genting Malaysia Berhad (GMB), is one of the largest listed companies in Malaysia with a market capitalization of about MYR 21.9 billion (US\$6.3 billion).

GMB runs six hotels under the Genting Highlands Resort: Genting Hotel, Highlands Hotel, Theme Park Hotel, Resort Hotel, Awana Genting Highlands Golf & Country Resort and the world's largest hotel, the First World Hotel. The Genting Highlands Resort, which houses the Genting Theme Park and Asia's top casino, is the premier integrated family leisure and entertainment resort in Southeast Asia, attracting more than 18.5 million visitors per year.

GMB also owns and operates the Awana Kijal Golf, Beach & Spa Resort in Terengganu and the Awana Porto Malai in Langkawi, and owns about 19.4 percent of Star Cruises Limited.

Star Cruises is the third-largest cruise line in the world with a combined fleet of 21 ships. It offers cruises to destinations in the Asia Pacific, North and South America, Hawaii, the Caribbean, Alaska, Europe, the Mediterranean, Bermuda and Antarctica, operating under Star Cruises, Norwegian Cruise Line, NCL

America, Orient Lines and Cruise Ferries flags.

### Offering what you want

The Genting Resort World includes full-fledged integrated family entertainment that includes hotels, the casino and theme parks, as well as various events by visiting artists from around the world. Recently, GMB launched the Genting World Card, a loyalty network program that provides more than 2.2 million members with exclusive offers and promotions not only in the Genting group of companies, but also in more than 2,000 participating merchant outlets throughout Malaysia, Singapore and Hong Kong.

At the same time, GMB launched an initiative to gather information about its customers to better understand them and build a stronger customer loyalty base.



After the initial launch and much deliberation, GMB selected SAS to improve customer insights and further optimise its marketing campaign.

Alan Teo, Executive Vice President of GMB, says, "We chose to focus on technology to help us build better relationships with our customers, and SAS was selected because it met most of our requirements."

“With better visibility of data, we are able to improve certain areas in our services, which wasn’t possible before SAS.”

**Alan Teo**  
Executive Vice President  
Genting Malaysia Berhad

SAS Customer Intelligence is capable of integrating vast amounts of demographic and transactional/behavioral data from multiple sources to establish a single output, while SAS enterprise reporting provides timely KPI information required for effective summary on performance to facilitate faster decision making. GMB’s marketing activities and products development are now more effective, as they have a better understanding of their customer segments using the advanced analytics of SAS.

#### **Marketing intelligently**

“SAS Analytics allow us to create customized campaigns based on analysis of data derived from our members. Our customers are benefiting from our investment, as we are able to provide them with offers they are likely to respond to, based on the analysis

of their spending patterns, which translates to enhanced services and higher customer satisfaction,” says Teo.

“Analytics has increased our operational efficiencies and allowed us to better manage our resources by channeling them into the right programs and services. It is being utilized in marketing, resource and operations planning, and finance to manage our performance. Supported by relevant data, we are able to identify key success drivers in our campaigns, which enables us to make better decisions, saving us time and money.

“With better visibility of data, we are able to improve certain areas in our services, which wasn’t possible before SAS.”

Genting has launched two campaigns using the analytics and data provided by the business intelligence solution. The first campaign was designed to increase spending and frequency of visits from a segment of high-potential customers, while the second campaign focused on providing members with more attractive packages to encourage upgrades.

“We’re pretty excited about the possibilities and benefits our business will garner from BI. Our customers have much to look forward to,” says Teo.



**THE  
POWER  
TO KNOW®**

SAS Institute Inc. World Headquarters +1 919 677 8000

To contact your local SAS office, please visit: [www.sas.com/offices](http://www.sas.com/offices)

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration. Other brand and product names are trademarks of their respective companies. Copyright © 2009, SAS Institute Inc. All rights reserved. 103500\_548584.0909