



› Solution Brief

Business Impact

In an industry where 1 percent of guests can contribute up to 20 percent of a company's revenue, accurate and complete guest information is the foundation for driving enterprise profits.

Challenges

- **Disparate systems.** Purchases (food and beverage, retail, spa, etc.) are captured in systems with different formats and databases.
- **Inability to track all patrons.** Casinos track gaming for known patrons, but disparate systems store information differently, making reconciliation difficult, resulting in missed revenue opportunities.
- **Generic campaigns.** Without detailed information on preferences and purchases, you end up blanketing campaigns across all patrons rather than targeting those most likely to respond.
- **Wrong offers to the wrong patrons.** Without detailed information about preferences and purchase behavior, casinos have a hard time determining which patrons to comp or provide special offers.

Target Your Patrons With Promotions and Services Tailored to Their Preferences and Purchase Behavior.

The Issue:

Boost overall profitability by increasing brand loyalty and wallet share of the most profitable patrons.

To maximize enterprisewide profits, casinos need to increase the loyalty and wallet share of their most valuable patrons by marketing to their preferences and encouraging repeat visits. Focusing on the wrong patrons reduces profitability enterprisewide - for example, if the casino targets only high-rolling gamers, they may miss out on more profitable patrons who spend freely at all revenue outlets and risk underutilization of ancillary outlets like restaurants and spas.

Unfortunately, money often gets spent on scattershot or blanket campaigns that do not target individual patrons or segments with the offers that they are most likely to respond to. As a result of such campaigns, patrons may feel as though the casino doesn't care about them or offer services designed to meet their needs. It then becomes easy for a patron to switch to a competing casino.

Our Approach

To increase the brand loyalty and wallet share of their most valuable patrons, casinos must understand patron preferences (locations, activities, etc.), purchase behavior (frequency, length of stay, time of year) and profit potential and then target them with campaigns that they are likely to respond to and service offerings tailored to their preferences. SAS approaches the problem by delivering software and services to help you:

- Integrate and standardize patron data from multiple channels, systems and properties into a unified, accurate view of all patron interactions.
- Profile, monitor and actively manage the consistency and accuracy of patron information for better campaign planning and customer service efforts.
- Enable business analysts and data stewards to easily cleanse, standardize, integrate and augment data using a specialized interface and state-of-the-art data quality tools that can be customized to meet individual requirements.

Only SAS® enables you to link each patron interaction to a single, integrated customer record for an accurate, 360-degree view of the patron, which enables a more intelligent, profitable marketing and operations strategy.

The SAS® Difference: A 360-degree view of patron behavior and value

Only SAS approaches data integration and analysis as a continuous, interrelated process. Unlike many systems, where separate components must be tuned individually to meet increasing demand, SAS solutions require no major investments in time or money to accommodate increases in volume or complexity. With SAS, you get:

- The ability to integrate all patron data from disparate operational systems, identify missing data and eliminate errors.
- Access to credible, accurate information about patrons, enabling you to understand and target the most valuable ones.
- Clean customer records that provide a complete, 360-degree view of patron behavior and value at a glance.

Exceptional customer service leads to repeat business from loyal and profitable patrons. SAS offers solutions that let business users across the enterprise measure, track and predict patron activity and spending across the property. Decision makers can then use that information to make changes in order to enhance the patron experience and engage in targeted marketing that will improve your competitive position and boost your overall profitability.

Case Study: A large hotel and casino resort

Situation

The resort needed to gain insight into patron behavior and understand the value of guests across the enterprise in order to develop

appropriate marketing offers that would entice patrons to come to the property and enable the resort to deliver exceptional customer service to them once they were there.

Solution

SAS provided a complete data integration, business analytics and reporting solution that enabled the resort to:

- Bring gaming and nongaming data together from disparate data sources to create a total customer view and uncover data quality issues in customer records.
- Draw insights from patron data to understand their total spending and then target the most valuable customers with specialized offers.
- Provide accurate and credible reporting to users across the enterprise.

Results

- The ability to acquire high-value patrons from new markets.
- An enhanced customer experience that leads to increased loyalty and repeat business from existing patrons.
- Cost savings on marketing campaigns as well as increased campaign response rates through better patron segmentation and tracking.
- Rapid financial consolidation and a faster budgeting process that enabled more responsive decision making.

The Vision

Data quality and credibility

What if you could integrate all of the data from disparate operating systems in real time while matching patron records and eliminating errors before they were pushed further into the process, thereby improving data access and credibility?

360-degree view of the patron

What if you could access information about each patron's activities across the enterprise in one place and obtain an accurate picture of their total value to your company?

Customer intelligence

What if you could segment patrons according to booking trends, behavioral factors and other relevant business patterns and enable decision makers to gain valuable business insights from that information, including patrons' preferences, their likelihood to respond to promotions and emerging travel trends?

Targeted marketing

What if you could use patron information to automate and personalize marketing campaigns, making them less costly and more successful?

SAS facts

- SAS has been in business since 1976 and today has customers at more than 70,000 sites worldwide.
- SAS customers make up 91 of the top 100 companies in the 2013 Fortune Global 500®.
- Gartner Inc. positioned SAS in the leaders quadrant of its 2013 *Magic Quadrant for Data Quality Tools* and 2013 *Magic Quadrant for Data Integration Tools*.

Learn more about SAS software and services for hospitality at: sas.com/casinos.html