

## Hospitality/Casino Industry

### Company profile

This project was done for a Las Vegas based in Hotel & Casino that operates hotel, gaming floor, retail stores and restaurants with a rich platform capable to hold 1.7 million guests and perform casino patrons annually. This Hotel & Casino has the earnings of 4.5 billion revenue per annum.

### Business situation

This Las Vegas based Hotel & Casino wanted to improve VIP guest environment by tracking them while at the casino. They sought a facilitation to provide staff and management visibility to high rollers and VIP guests, as currently VIP's are recognized at check-in by staff or if they have a prearranged arrival accommodation with the hotel and VIP hosts, difficult to establish VIP status without direct communication with guest(s). The major challenge they look after was to evaluate where VIP's spend their time.

### Solution

Sameva created "hot-spots" throughout the casino, RFID portals were established in predefined locations of interest, RFID antennas were placed strategically to create inconspicuous portals and embedded VIP Guest Player Reward Card's with RFID tag so that the measurable information would be gauged. The proposed solution was the perfect compound element to track VIP's movement within the casino and provided to relevant management staff and pit bosses.

The Hotel & Casino established a need to more effectively track and recognize VIP guests. Various RFID portals were set up in the hotel lobby and throughout the casino. Upon entering the casino, RFID readers read the VIP Player Card (embedded with an RFID tag). This information is then sent to a predetermined location or person (via wireless device), including contact information, personal preferences and any relevant patronage history. Staff in the hotel lobby (or in other assigned locations) can then greet and assist the guest in an appropriate way. Portals throughout the casino provide management with visibility to guest traffic, gamble preferences and time utilization. Information is also transmitted to pit bosses, allowing them to identify high rollers.

### Benefits

RFID readers throughout the hotel and casino provide management with important information about VIP guest traffic. Staff time is more effectively utilized, they know which guests entering the casino is VIP and they have access to all pertinent VIP guest data via wireless devices. Allowing them to better serve the customer and provide the types of services that the VIP expects on each visit. RFID data thus collected allows management to identify where guests spend their time and money, which machines are played most and which machines are being most effective.

- Improved relationship management
- Increased staff utilization
- Improved visibility to VIP traffic