HCL

GamEdge™

Accelerate Business Value
from your
Microsoft Dynamics®
Investments

Gaming and
Hospitality CRM
Solution

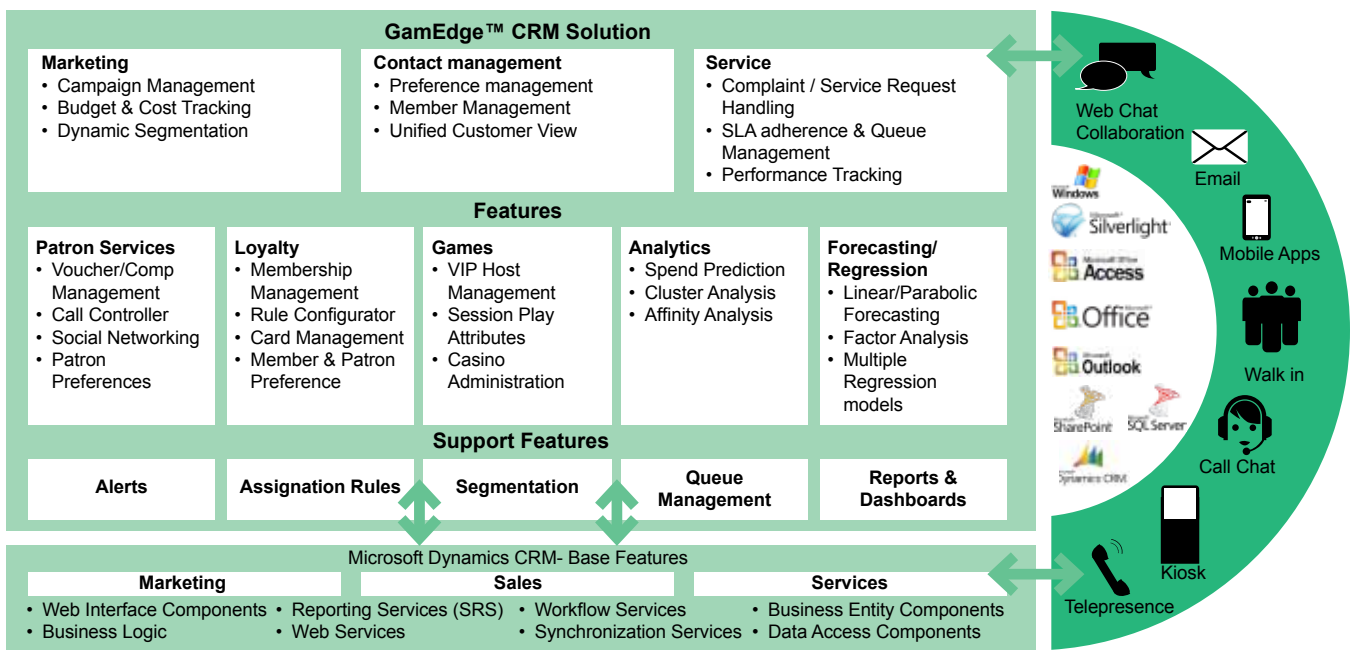# Driving greater competitive advantage for casino operators

To encourage innovation in the gaming industry, HCL in collaboration with WMS has developed a GamEdge™ CRM Solution, a ground-breaking patron management system.

This combines the functionality of customer relationship management (CRM) and loyalty management with the powerful capabilities of business intelligence (BI) to help gaming companies optimize the customer experience and revenue generation.

Unlike other patron management systems, GamEdge™ integrates with other casino, hospitality and retail management systems to provide staff with a unified real-time view of customers.

This solution, which is based on Microsoft Dynamics CRM, and allows casino operators to deliver a more consistent and personalized service to customers while maintaining real-time communication with the casino floor. As a result, gaming companies can focus their resources on their best customers.

GamEdge™ CRM Solution Business Architecture

GamEdge™ CRM Solution

Marketing
- Campaign Management
- Budget & Cost Tracking
- Dynamic Segmentation

Contact management
- Preference management
- Member Management
- Unified Customer View

Service
- Complaint / Service Request Handling
- SLA adherence & Queue Management
- Performance Tracking

Features

Patron Services
- Voucher/Comp Management
- Call Controller
- Social Networking
- Patron Preferences

Loyalty
- Membership Management
- Rule Configurator
- Card Management
- Member & Patron Preference

Games
- VIP Host Management
- Session Play Attributes
- Casino Administration

Analytics
- Spend Prediction
- Cluster Analysis
- Affinity Analysis

Forecasting/ Regression
- Linear/Parabolic Forecasting
- Factor Analysis
- Multiple Regression models

Support Features

Alerts	Assignation Rules	Segmentation	Queue Management	Reports & Dashboards

Microsoft Dynamics CRM- Base Features

Marketing
- Web Interface Components
- Business Logic
- Reporting Services (SRS)
- Web Services

Sales
- Workflow Services
- Synchronization Services

Services
- Business Entity Components
- Data Access Components

Web Chat Collaboration · Email · Mobile Apps · Walk in · Call Chat · Kiosk · Telepresence

Windows · Silverlight · Access · Office · Outlook · SharePoint · SQL Server · Dynamics CRM

GamEdge™ CRM Solution: Overcoming gaming industry challenges

This solution was created to solve many of the challenges facing the gaming industry today, including:

360° integrated view across all revenue centers - Obtaining a unified view of patron data across all Casino, Hotel, and Retail properties and making it available to all employees in one central location.

Sourcing granular patron knowledge in real time - Superior casino management hinges on making patron information available in real time to all relevant employees at the point of service - on the gaming floor, in the lounge, at the restaurant, and throughout th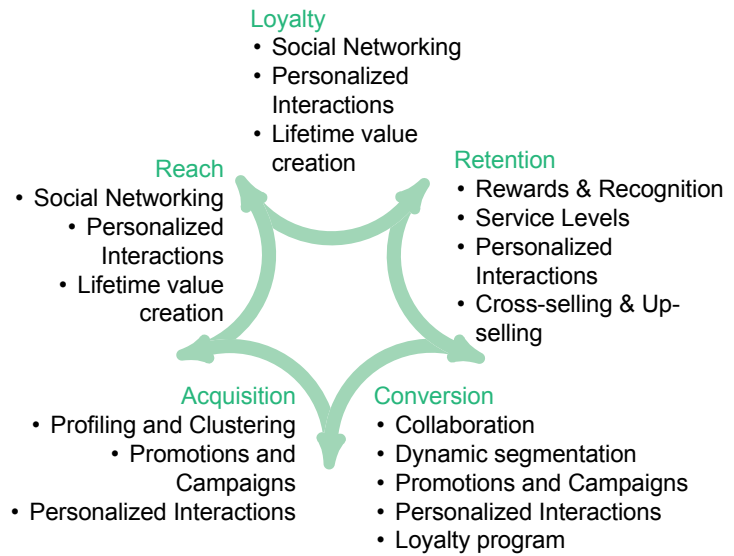e hotel. It's no longer enough to simply analyze data after the fact - you must be able to provide it across the enterprise in real-time so it can be immediately acted upon.

Improving the gaming experience - At the core of every patron's visit is the quality of their gaming experience. With an insight into exactly which games they like, operators can deliver tailored messages to slot machines while patrons play. With this solution, casino operators can push out more relevant vouchers and offers, which improves competitive advantage and revenue generation.

Delivering a continuously personalized experience – Patrons' tastes and behaviors evolve over time. The key is to stay

current with what customers want through a combination of data analysis, feedback mechanisms and observations made by casino personnel. This solution enables marketers to easily develop and distribute online surveys while automating the uploading of response data to the patron's account. Providing access to this information in a single location enables casino operators to deliver a highly personalized experience for every customer on every visit.

Maximizing the return from existing and potential customers – By understanding who are the best current and potential customers, casino operators can prioritize their resources and services. To achieve this insight, companies must have granular data and powerful analytic tools at their fingertips.

Loyalty
• Social Networking
• Personalized Interactions
• Lifetime value creation

Reach
• Social Networking
• Personalized Interactions
• Lifetime value creation

Retention
• Rewards & Recognition
• Service Levels
• Personalized Interactions
• Cross-selling & Up-selling

Acquisition
• Profiling and Clustering
• Promotions and Campaigns
• Personalized Interactions

Conversion
• Collaboration
• Dynamic segmentation
• Promotions and Campaigns
• Personalized Interactions
• Loyalty program

GamEdge™ CRM Solution: Key features and functionality

This solution provides robust and flexible functionality designed to optimize patron relationships and revenues. With intuitive and powerful features that integrate with key Microsoft products and technologies, it provides casino operators with everything they need to increase patron loyalty and deliver a superior gaming experience.

Comprehensive patron view

With this solution, all patron information and preferences along with casino, hotel, and retail data and notes from staff is available in one unified location.

Loyalty management

This solution provides enhanced loyalty management capabilities, including flexible membership management, a rule configurator for setting specific qualification thresholds, and end-to-end management of the card lifecycle. This solution supports the management of both points-based and value- based rewards programs and can handle both cash and non-cash (vouchers, gift certificates, discounts, free play) redemptions. Integration with casino management systems allows real-time tracking of redemptions.

Games management

This solution includes a comprehensive VIP host management module that provides hosts with consolidated customer data and rich capabilities to automatically send out timely and personalized messages and offers. All session play attributes are stored in a dedicated games management module and integrated with slot accounting.

Marketing segmentation and campaign management

This solution provides rich capabilities that support both dynamic and rules-based segmentation. Campaign management features include the ability to build and execute pre-planned or on-the-fly integrated campaigns based on these segmentations across multiple channels, such as telemarketing, email, the Internet and direct mail. Campaigns can be completely automated with the results available in real time. This visibility and velocity helps casino operators identify the most successful campaigns so they can prioritize their resources and maximize profitability.

Robust analytics and reporting

This solution delivers the most powerful analytics and reporting capabilities available to casino operators. Teams can analyze patron data based on a virtually limitless set of parameters and conduct deep analysis on key business performance indicators, such as customer spend, cluster and affinity analysis, lifetime value, and patron retention. It provides flexible dashboards that can be customized to meet the needs of different business departments.

WMS is a leading global innovator in the design, manufacture and distribution of electronic and digital gaming entertainment and gaming machines for the casino industry. They provide the gaming expertise, direction, and technology support for GamEdge™ CRM Solution.

Hello, I'm from HCL! We work behind the scenes, helping our customers to shift paradigms and start revolutions. We use digital engineering to build superhuman capabilities. We make sure that the rate of progress far exceeds the price. And right now, 90,000 of us bright sparks are busy developing solutions for 500 customers in 31 countries across the world. **How can I help you?**

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For more information on GamEdge™, write to us at **hcleas@hcl.com**