



CASINO MANAGEMENT MADE EASY

HCL's Global Service Center enhances a casino's operational efficiency



MEDIA AND ENTERTAINMENT, GAMING, TELECOM

ABOUT CLIENT

The client is the operator of the world's largest casino with revenues exceeding \$14 billion and with a presence in the U.S., Singapore, and Macau.

INDUSTRY CHALLENGE

The client was looking for an IT partner to establish a global shared service center to help increase the operational efficiency of the casino floor.

HCL SOLUTIONS

- ▶ Casino Application Portfolio Transformation
 - Developing, maintaining, integrating and supporting the portfolio of casino systems - customer relationship, casino management products, player management, lodging and post-trip management
 - Developing a comp tracking justification system and a housekeeping product interface
 - Testing/implementing the meeting room optimization system and a travel agent commission processing system
 - Implementing an E-affidavit system
 - Enhancing and bug fixing of loyalty websites
 - Systems integration for Commercial Off-The-Shelf (COTS) products for casino management
- ▶ Innovative Casino Solutions
 - Developing of a self-service marketing kiosk with more than 75 promotion launches and interactive games.
 - Developing innovative mobility solutions to enhance the productivity of casino floor operations such as player signup on mobile devices, average bets and game speed surveys.

BENEFITS DELIVERED

- ▶ Improved operational efficiency by 1,200 hours/annum, by implementing an electronic solution to record table game performance and game speed surveys
- ▶ By implementing a mobility solution, reduced penalties paid to the Casino Regulatory Authority by 10%, which was levied for overstaying or allowing banned players
- ▶ By implementing a mobility solution, increased player registration in casinos by 1% per annum
- ▶ Reduced operating costs over the term by at least 25% through labor arbitrage, productivity improvements and application modernization and optimization



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HCL