



In Pursuit of the 'Fun Casinos'

Gaming views with cookies and cream



Fun store, fun workplace, fun story, a fun place to stay... but a **FUN CASINO?**

Many casinos have slogans similar to these: 'We know how to have fun!!', 'Where the fun lives',.... So **what is 'fun' for the casino player?** We went ahead and used combinations of emails, responses to in-house and focus groups sessions, evaluation from travelers posted on line and other sources. Unstructured data was analyzed and here is a summary of visual concepts mostly mentioned:

- Entertainment of live bands and singers?,
- Lights and water symphonies at entrances?
- bells and whistles of machines?
- Good food, Winning, Easy rules
- Excitement of play
- Enjoyment when someone wins a Jackpots?
- When 'price is right',
- Socializing, mingling,
- Good service,
- Being called by your name and not a number, a smile
- Birthdays celebrations, Sweepstakes, Parties,.
- Feeling of 'being treated like a VIP when I know I am not
- 'Having a bang for my money'!!
- Feeling I am getting something for 'free'
- I feel alive and excited to be here

FUN MIGHT NOT BE THE SAME FOR ANY TWO PLAYERS BELONGING TO THE SAME SEGMENT

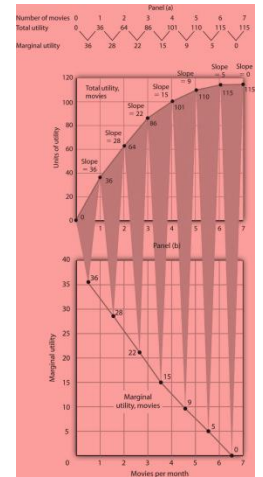


FUN MIGHT BE PERCEIVED DIFERENT BETWEEN JURISDICTIONS, SURELY DIFERENT BETWEEN CULTURES

We all know that **traffic and volume** are the 'bread-and-butter' of gaming venues. To draw more traffic, to have players stay longer, play more,...many different means and approached have been used. However, maybe- just maybe- it could be that in addition to several other variables like expansion, competition, over saturated markets, demographic and generational changes, Online Gaming (i-, e-, social...), higher costs of player acquisition and retention and more demanding customers.... the appetite and need for higher and higher ROI and Revenue to take care of higher and higher costs and expenses, have lead some into diminishing return paths and people might be staying away. *Lack of FUN could be a highly weighted aspect by the players side of the gaming market.*

Most of the time, casinos simulate Fun with Entertainment. In their pursuit to create Fun, casinos have created Player's Club to develop promotions, Fun Pits at casinos, provide live entertainment, brand with affiliate brands, widen non-gaming areas and amenities, add more side bets, add more and more vivid signs and progressives...all with the intention to **build brand awareness, motivate customers to act and reward customer loyalty.**

While it is true that providing a Satisfying Customer Experience is directly related to Fun Casinos, this is not enough. To get ahead, casinos must differentiate and attend at least two sides of the satisfaction equations which are not always in sync: **lively and economic satisfaction.**



To attend them, casinos must first understand the concept of TOTAL UTILITY applicable to their customers by learning from their behavior, expectations and levels of satisfaction.

So, next time you talk to your marketing gurus asked them to include some unstructured data analytics into your dashboard, metrics and KPIs. Asked them to keep you informed about **How much fun your patrons are having? What do they consider 'value in use' for your casino. Better yet, walk the floor, talk and listen to your customers and employees. Bring in some secret shopper. Customers are willing to express themselves. Are you ready to listen?**

Differentiation requires proper market segmentation but, most of all, requires 'listening' to customers. They are not buying anymore into the glamorous commercials and attractive pictures. Reality and personal experience has taken over. With social media in the game, word of mouth travels too fast (messages, tweets, likes). World has been flattened!! Casinos need proper market segmentation and find out how can they be delivered **FUN&VALUE**. From the High Roller to the occasional visitor, from players at the highest tiers and high lifecycle worth to the one which needs higher reinvestment and development.



After all, loyalty requires relationship and related people know something about each other. They also work on adding value and meaning to their relationship.

So, will you be Dance Breaking or a Dance Breaker? After all, is fun, attractive, entertaining, lots of shining lights, good for your health....and almost for free!! In any case, next time you visit a casino, wherever you are,

MAXIMIZE THEIR UTILITY!!, HAVE SOME FUN!! ENJOY!!



AGL360CG, SRL is a gaming consulting company addressing its services to the Caribbean and LatAm areas and with strong emphasis on gaming and marketing analytics studies, metric and KPIs development to be used by Management to support sound decisions.

Anibal Garcia, President and Founder, can be reached at agarcia@agl360cg.com or by phone at (809)545-4213 and (954) 640-8221.