

## Cross-property integration and real-time CRM solution helps re-launch a leading gaming industry loyalty program

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### Overview

Country: USA

Industry: Gaming

### Customer Profile

*One of the largest gaming conglomerates with more than 40 casinos in three countries, under multiple brands.*

### Business Situation

*The client required an enhanced and streamlined version of its existing loyalty program that would make the program more attractive, and thereby increase customer retention and cross-property play.*

### The Solution

*As the client's strategic development partner, Infosys helped the client increase play volumes by re-engineering the existing rewards CRM solution. Significant cross system integration and upgrades were required to the Casino Management System to operationalize changes in the loyalty program.*

The client, a large gaming conglomerate, has an award - winning loyalty program with the participation of over 35 million patrons. It has consistently achieved significantly higher cross-property play than its competitors through closed-loop CRM practices. Infosys re-engineered the Casino Management System (CMS) to meet the business objectives of Visibility, Control, Transferability and Patron Inspiration, thus enabling the client to offer a simpler and more user-friendly solution to members of its loyalty program.

## Situation

In 2003, the client wanted to simplify and enhance its loyalty program. It wanted the following new features to be added to the existing rewards program:

- Visibility
- Control
- Transferability
- Patron Inspiration

### Visibility

The client wanted to make the process of earning and redeeming points simple and transparent, as well as enable a direct relationship between coin-in and rewards. The client wanted its patrons to have full visibility into their points and the benefits (e.g., comps) that they could redeem. Additionally, points were to be made visible to patrons through various touch points – slot machine readers and kiosks.

### Control

The client wanted to make the rewards “bankable” and enable patrons to use them at their discretion, across any property with few restrictions.

### Transferability

The client wanted to make the patron's points portable across multiple properties and brands. Points could also be accumulated across properties and used at any time for higher value comps. Additionally, it required a tracking mechanism to monitor profitability of each property when rewards were redeemed.

### Patron Inspiration

The client wanted to build an additional tier in its loyalty program and clearly distinguish service levels between the various tiers. This multi - tier strategy was introduced to inspire patrons to earn additional rewards. This would help them migrate to higher tiers where they would experience increased benefits and service levels. The client's marketing group set up a challenging timeline for the IT department to launch the revamped program. This effort required completion before the busy summer season in 2003.

## Infosys Solution

As the client's strategic development partner, Infosys re-engineered the existing loyalty program.

Infosys was involved in the design, development and integrated system testing and deployment of:

- User interfaces (screens) used on casino floors to track play information, issue and redeem points.
- Core business functions and rules behind the loyalty program to manage player tiers; provide better visibility to players on their reward credit balances; enable players to control and transfer points.
- Intelligence reports to enable casino supervisors, floor managers and senior management in decisionmaking

### Visibility

Infosys assisted the client in building key interfaces between the Casino Management System (CMS) and Slot Data System, and the CMS and kiosks. These interfaces enabled the display of points on slot machines or kiosks. The technical implementation of the business processes involved in earning points on the casino floor was simplified and made more efficient.

### Control and Transferability

The loyalty program was made more robust in terms of control and transferability of points. The Casino Management System (CMS) was re-engineered to allow patrons to transfer points and rewards credits accumulated by patrons in one property to other locations. Additionally, new functions were added to allow patrons to accumulate points for up to six months. This functionality significantly enhanced patron control and transferability over points.

### Patron Inspiration

A new tier was added to the existing loyalty program in the Casino Management System. This involved re-engineering business processes to identify, evaluate and move patrons across the various tiers. This feature helped to identify and better serve high rollers.

The client was able to leverage Infosys' Global Delivery Model (GDM) to achieve faster time-to-market for CMS enhancements and was able to introduce the program before the busy 2003 summer season.

## Benefits

By enhancing its loyalty program, the client has made the privileges and amenities of its program even more attractive. This has helped drive cross-property and same-store volumes.

At the end of financial year 2005, the client's loyalty program led the industry with over 40 million registered patrons. By tracking patron play across properties and rewarding them based on actual play, the client achieved higher loyalty levels in the competitive casino gaming market.

The success of the loyalty program has helped the client post significantly better results and growth than the gaming industry average. It has also retained leadership in cross-property play – in 2004-2005, with over 12% of its customers playing across its properties.



## About Infosys

Infosys provides its clients with business and technology consulting services that deliver measurable business value to help you build tomorrow's enterprise. Through a well-integrated end-to-end range of consulting, technology, engineering and outsourcing, Infosys clients derive the business value they've always been requiring from enterprise transformations. Our extensive research teams, including the award-winning SET Labs, ensure Infosys solutions are always cutting-edge and relevant. Our high investment in training – over 10,000 graduates a year pass through our Mysore campus, the world's largest corporate university – ensures our people stay best-in-class. Infosys (NASDAQ:INFY) also believes in giving back to the communities with scholarships, libraries, schools, and many other fields through the Infosys Foundation.

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