Steepmeadow Solutions

Casino Awareness

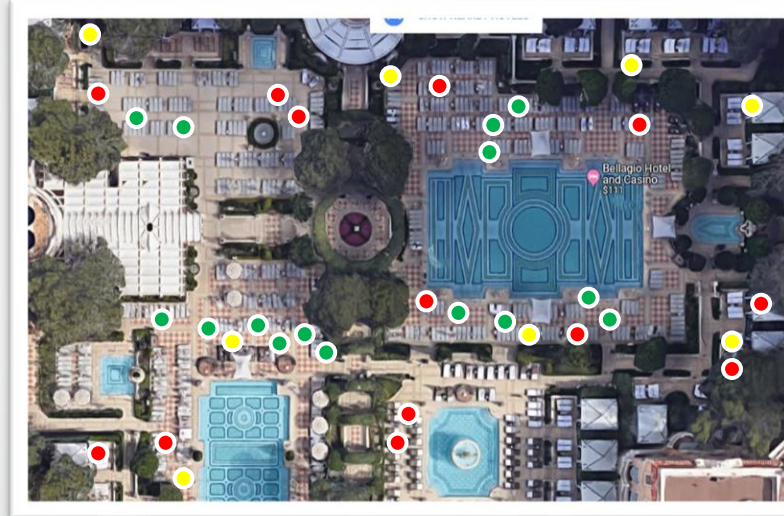powered by the Microsoft Power Platform

Casino Awareness powered by Microsoft

Powerful alone. Better together.

The Microsoft Power Platform is more than the sum of its parts. Connect them together to transform your casino.

Challenges:

- Guest Satisfaction
  - Long waits to order
  - Delivery miscues
  - Disjointed & subpar customer experience
- Frontline Staff Efficiency
  - Overrun by guest requests
  - Flooded with issues
  - Failure to track real-time inventory
- Casino Profitability
  - Missed orders
  - Increased comps
  - Falling loyalty & retention

Outcomes:

- Fewer customer complaints
- More orders fulfilled + fewer comps = increased revenue
- Increased staff efficiency & satisfaction
- Staff identify and interact with customers based on a real-time map along with recommended actions
- Increased customer satisfaction via real-time awareness personalized experiences
- Real-time issue tracking & resolution
- Quality audit reporting & analytics
- Real-time alerts for staff deployment including specific areas needing attention
- Personalized upsell & cross sell
- Improved inventory management

Solution Features:

- Unique infrastructure-free solution for indoor positioning
- Enables a customized digital, interactive customer engagement experience
- Issue tracking, inspecting, and resolution
- Leverage data insights to find and resolve inefficient daily business processes and workflows
- Easily share analytics across management and leadership in chats, meetings, calendar invites, and Teams

- Operational Power BI dashboards plus analytics including real-time & heat maps
- AI-powered skills & shopper analytics
- Empower your employees and improve in-store customer experiences
- Built-in alerts for each scenario, enabling managers and employees to respond to important interactions with ease. Triggered by real-time activity, alerts are sent to Teams

Heatmap Insights – Azure Maps

Casino Awareness Business Value

Business Value	Use Case	Stakeholder
Advertising Uplift	Real-time contextual advertising — the product is interacting with the customers	Marketing
Contextual Recommendations	Real-time contextual recommendations via app or store associate	Marketing
	Customer context updates to CDP	Marketing
Dynamic Promotions	Dynamic CPG promotions	Marketing
	Dynamic upsell promotions	Casino Operations
	Real-time proximity-enabled gamification	Marketing
Labor Efficiency	Customer pickup alert – food and beverage	Casino Operations
	Staff optimization – queue management	Casino Operations
	Reduced time answering customer questions via wayfinding	Casino Operations
Loyalty Uplift	Real-time contextual customer experience moments	Marketing
	Real-time proactive coupon recommendations via app	Marketing
Merchandising Insight	Real-time merchandising insight	Merchandising
Awareness Impact	Awareness scenarios including out of stock algorithm support	Front of Store

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