



Grand Casino Baden, Switzerland, Engages the Professional Service Team at Scientific Games to Create Player Excitement and Help Increase Casino Revenues with the Bally *Elite Bonusing Suite*

By Christine van den Berg

EXECUTIVE SUMMARY

CUSTOMER:

Grand Casino Baden, Switzerland

BALLY'S SOLUTIONS:

MCC Open Casino Manager, Elite Bonusing Suite, iVIEW, CoolSign

BUSINESS NEED:

Grand Casino Baden purchased a brand new software system that has never been used in Switzerland. The casino was in need of professional services to help them find the right application and build the right promotion. Scientific Games partnered with Grand Casino Baden to provide functional support as well as strategic support.

SOLUTION:

Our Professional Service Team listened to the operator to understand their business objectives. Training sessions, led by the Service Team helped build the right promotion with the Bally *Elite Bonusing Suite*. It allows gaming operators to reward their players right at the device thanks to the *iVIEW*. Applications on the *Elite Bonusing Suite* enables casinos to launch new floor-level interactive promotions that simply weren't possible before.

OUTLOOK:

Through the utilization of *Elite Bonusing Suite's U-Spin* Bonusing application, the casino will be able to drive incremental net win to the gaming floor, while also providing their players with a unique gaming experience. As the property becomes more familiar with the powerful marketing capabilities of *Elite Bonusing Suite* and with assistance from Scientific Games Professional Service Team, they plan on using more applications to further differentiate their operations from the competition.



Hot Spot Grand Casino Baden

Grand Casino Baden, a beautiful state-of-the-art casino located in a magnificent park and within half an hour of Zurich central station, is one of the first properties in Europe to implement the Bally *Elite Bonusing Suite* from Scientific Games.



In November 2014, Grand Casino Baden opened its doors with a new Player's Club program to attract new players and increase card sign-ups. Furthermore, the property was looking for a floor-wide promotional solution that would help them meet their goals of increasing carded play while also providing players with a unique, engaging gaming experience.

They needed a solution aimed at rewarding the player right at the point of play to create a strong player affinity to the casino. The solution had to provide a "built in" bonus option that could award players at the machine, in real time. The casino decided that the Bally *Elite Bonusing Suite* would be the best solution. By partnering with the Scientific Games Professional Service Team on the concept, design, and implementation of *Elite Bonusing Suite*, the property was confident that *Elite Bonusing Suite*, as a powerful marketing tool, would add tremendous value to the casino, and bring something completely new to the market.

How our Professional Service Team Helped Build the Right Promotion

The main goal of the Scientific Games Professional Service Team is to listen to the operator and to understand the goals of the property so the team can recommend the precise *Elite Bonusing Suite* application to meet the property's objectives. A trusted partnership was formed between Grand Casino Baden and Scientific Games to help build the right promotion.

Employees of different areas of responsibility teamed up to form a workshop. The casino fiercely believes that player excitement on the casino floor can only be created if casino employees are excited about the product. "Motivate people and get happy players in return," says Marcel Tobler, CFO Grand Casino Baden. The Scientific Games Professional Service Team fully supported this key requirement and shared best practices from successful implementations of *Elite Bonusing Suite* applications. A relationship of trust and commitment were built easily.

The main goal of the workshop sessions was to create understanding for *Elite Bonusing Suite* and the marketing philosophy associated. Consultants from Scientific Games led sessions, facilitated the dialogue and enhanced group discussions. By doing so, ultimately, the Scientific Games Professional Service Team assured the casino that the team was building the right promotional concept for their property.

After an overall presentation on the *Elite Bonusing Suite* modules and their functionality, the workshop members enjoyed a live demonstration to learn about real-time applications at the point of play. The Professional Service Team shared knowledge and experience on best practice examples with them.



Grand Casino Baden by Night

“The Professional Service Team from Scientific Games helped us think out of the box. Years of experience packed into a few days training session, paving the way to innovation and growth”



Marcel Tobler
CFO
Grand Casino Baden

Of the applications available, the Professional Service Team recommended *U-Spin* to be the most exciting bonus delivery system for the Grand Casino Baden player. *U-Spin* would be the most effective way to reach the goals set by the property.

Goals included:

- Increase player card sign-ups
- Increase carded play

In the next session, the workshop team designed a promotion with *U-Spin* based on historic data and included a promotional component that would encourage new members to continue to use their Club card. All items and settings were reviewed by and discussed with the casino and the Professional Service Team.

High Level Service - High Quality Outcome

Thanks to the engagement of the Scientific Games Professional Service Team, the casino found the right promotional solution within a minimum amount of time. Key benefits and specific improvements the operator gained are:

- Failure rate is reduced to a minimum
- Optimal achievement of goals
- Time savings - thanks to sharing of best practices
- Cost savings - quick implementation of *Elite Bonusing Suite* tools
- Efficiency enhancement
- Development of new ideas

The advice the casino would give to other properties when looking for a promotional solution is threefold:

- Set clearly defined goals.
- Evaluate which application(s) you need to best meet these goals.
- Involve casino employees and let them act as ambassadors.

Out of the Box - Into the Future

As a result of the lessons learned from the Professional Service Team, Grand Casino Baden plans to launch *Elite Bonusing Suite* applications in two waves. In the first wave, *U-Spin* is offered on a physical wheel to increase player card registration and as a real application on the machines to increase carded play. As for floor communications, the casino will use Bally *CoolSign*, an effective multi-media marketing tool which directly delivers the right message to a casino's target audiences, including employees. In a second run, the *Elite Bonusing Suite* application *Virtual Racing* will be offered to elevate the players' gaming experience and to meet another goal of the casino: to build the casino's brand "House of Entertainment". "A perfect floor community tool to increase player excitement and interaction", says Kathy DeGolia, Senior Client Project Manager, Professional Service Team.

And how will players react to these new applications? "We are confident that our players will love *Elite Bonusing Suite*! They will be excited about this brand new gaming experience. The slot machine they know will now include completely new functionality without impacting the player's gaming experience. And most importantly, thanks to *Elite Bonusing Suite* we can deliver diversification right at the point of play." Marcel Tobler, CFO Grand Casino Baden, replies. Not to mention that this is an outstanding opportunity to differentiate the property from the rest of Switzerland's casinos. As with all properties in Europe, innovation is becoming more and more important and thus, efficient promotional tools are key to succeed in highly competitive markets