

# CASINOS AND GAMING

## PROVIDE A SUPERIOR GUEST EXPERIENCE



In an ever-competitive gaming environment, providing the ultimate guest experience is paramount to entice new patrons—and more importantly, to ensure that current patrons remain loyal to your brand. Spok has worked with many of the top names in casinos to keep guests comfortable and operations running smoothly with subtle staff notifications about key events.

This is possible by sending alerts from slot machines and other key systems directly to the right staff members' mobile devices to speed service. For example, drink requests go straight to food and beverage staff, payout notifications alert managers as well as attendants, and VIP patron tracking can be simplified to help ensure return visits. A staff member is instantly notified of a request via a pager or other mobile device. The device displays the service required and the location of the call so the request can be taken care of quickly.

### KEY BENEFITS

- Work seamlessly and behind the scenes to improve guest satisfaction and safety
- Increase profits of slot machines
- Improve staff efficiency and productivity with faster communications
- Work with the systems and devices you already use

### LINKING THE SYSTEMS YOU ALREADY USE

Managing staff notifications yields benefits for multiple areas of the gaming floor. You can achieve bottom-line benefits through integration of slot machines, gaming management systems, ATMs and other equipment to ensure that instant notifications are sent to staff on the floor and even off-site in the event of a possible system failure or fault. This instant notification can be sent to a single contact or pre-defined group of recipients using virtually any wireless device. This means that the right parties are notified and appropriate action can be taken to help reduce downtime of gaming and guest management systems.

### IMPROVED STAFF EFFICIENCY

By dynamically assigning the right staff members to the right zones, notifications always reach the right person. This helps minimise wait times for patrons, who feel well attended to when their requests are met quickly and with the simple touch of a button.



## RETURN ON INVESTMENT

Slot machine turnover is vital to clubs and casinos. Once you have attracted people to your establishment, it is imperative to keep the slot machines working and turnover high. Ensure that equipment issues are sent immediately to the appropriate person for resolution.



## FEATURES AND BENEFITS

- Alarm events from slot machines and customer call buttons on gaming floor are sent as messages to staff carrying mobile phones, smartphones, pagers and/or Wi-Fi or two-way radio devices.
- Staff allocation to zones on the casino floor is carried out via touch screens, where staff can easily log themselves in and out of the system based on their shifts.
- Escalation paths can be assigned to ensure each call is answered within pre-defined key performance metrics, staff response time metrics, machine up-time goals, and standards for VIP and security notifications.
- Reporting and statistical analysis tracks response times, which can be presented to management to assess possible areas of inefficiency.
- IP “call points” can be implemented on pit boss podiums on the casino floor. These are discrete and customisable to the needs of your facility.
- Functionality can be provided in multiple languages to address the needs of a cultural mix.
- Gaming systems can also be linked to your hospitality systems

## CASINO AND GAMING SOLUTIONS

- **Alarm Management:** Integrate critical alert and alarm systems to the mobile communication devices carried by staff.
- **Reporting - Creating an Automatic Audit Trail:** Spok® solutions provide comprehensive reporting of all events, including time/date stamps, recipients, and their responses. In addition, Spok’s reporting system is able to provide information from multiple messaging systems involving multiple sites, enabling the comparison of events and staff response times across your entire enterprise.
- **Onsite Paging Devices:** Spok offers robust pagers with configurable display options and priority override capabilities.