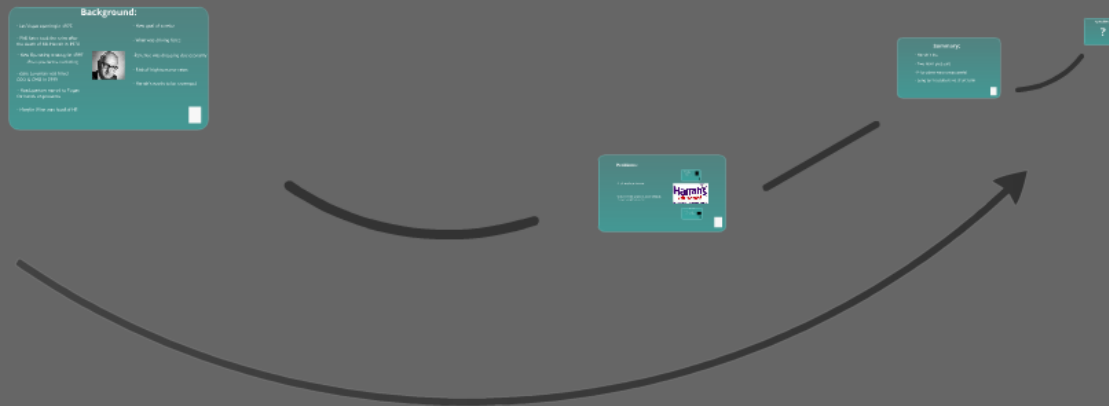


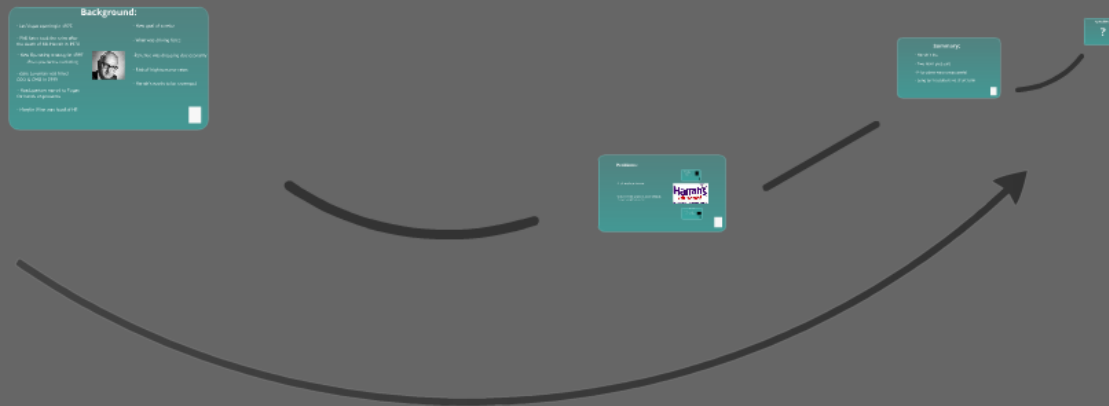
Harrah's Entertainment, Inc

Thecasesolutions.com



Harrah's Entertainment, Inc

Thecasesolutions.com



Background:

- Las Vegas opening in 1973
- Phil Satre took the reins after the death of Bill Harrah in 1978
- New Operating strategy in 1997
 - From product to marketing
- Gary Loveman was hired COO & CMO in 1999
- Headquarters moved to Vegas for hands on presence
- Marilyn Winn was head of HR



- New goal of service
- Winn was driving force
- Revenue was dropping due economy
- Risk of high turnover rates
- Harrah's needs to be revamped



Problems:

- High employee turnover

- Current incentive plan is not working to improve customer service

Recommendations:

- Hiring the right people
- Bi-weekly reviews
- Improving employee lounge



Recommendations:

- Individual vs. Team based incentives
- Employee-to-employee rewards system
- Improving customer service score accuracy

