



Uniqueness of Harrah's casino

- 1. Value of the company is valued that business outside the casino
- 2. Investing in technology and technological support

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Company's main focus

Increasing Customer Loyalty

- 1. Using different marketing tools
- 2. Focus on customer loyalty and retention

Total Gold

Harrah's Total Gold card was the first loyalty card in the casino industry

How is it done?

- 1. Harrah's Total Gold card was the first loyalty card in the casino industry
- 2. Harrah's Total Gold card was the first loyalty card in the casino industry

3 Problems with the program

- 1. Harrah's Total Gold card was the first loyalty card in the casino industry
- 2. Harrah's Total Gold card was the first loyalty card in the casino industry

HOWEVER

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Harrah's Total Gold card was the first loyalty card in the casino industry

Identifying these diamonds

- 1. Harrah's Total Gold card was the first loyalty card in the casino industry
- 2. Harrah's Total Gold card was the first loyalty card in the casino industry

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Q&A



Diamonds in the Data Mine



Newmont Mining Corp. and a Mercury Spill in Peru (A)



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Bank of the west makes consumer relationships more rewarding

Bank of the West wants to expand the relationship between the bank and their customers beyond checking to investment.

The End of Free Checking Account

Checking account is very liquidity in order to allow customers to deposit and withdraw money in any amount and almost anytime.

Customer's Electricity

The bank now gets to see that up the meter of customer's electricity usage.

On the other hand, it is very important for the bank to understand the customer's behavior. However, it is costly for the bank to monitor checking accounts.

Therefore, it is better for the bank to collect and hold customer data from other sources and then combine the information with the checking bank's financial, saving, investment, and other services.

Thus, it can build on the existing relationship of the customers and strengthen their loyalty, leading to higher and wider of account they hold at the bank.

Ripple Project

Bank of the West is offering the Ripple Project, which is a new way to monitor customer's electricity usage.





The top 100 national casino facilities
 Ranked in 2007 by Harrah's Entertainment
 International Group, ranked in 10 states
 and Canada, and 100 countries
 are ranked by the most recent casino in
 the casino industry

Uniqueness of Harrah's's casino

1. Winner of the company to expand their business globally than their peers
2. Investing in technology and marketing strategies

TheCasesolutions.com
 Comprehensive business and marketing solutions in a most user friendly and easy to use format

Company's main focus

1. Expanding their market
2. Investing in technology and marketing strategies

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Total Gold

Harrah's Entertainment's Total Gold program is a loyalty program that rewards casino customers with points for every dollar spent at the casino.

How it works?

Customers earn 100 points for every \$100 spent at the casino. Points can be used for a variety of rewards, including complimentary hotel stays, dining, and entertainment.

3 Problems with the program

1. Nothing differentiated it from other loyalty programs
2. Customer service was not great
3. Customers were not given any incentives to continue their gaming with Harrah's

HOWEVER

Harrah's was able to turn it into a winning program

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Comprehensive business and marketing solutions in a most user friendly and easy to use format

Customer service Information from Database

1. Customers used for service
2. Customers used for marketing

The better the customer the more they need to be taken care of

Result from marketing strategies

1. 3 groups of customer
2. 1. High End Customer
3. 2. Midrange Customer
4. 3. Discount Customer

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Customer Centricity

The bank recognizes the problem by the idea of customer centricity under the program name. Reply, where customers are the center of decisions and design the products around the customer's needs.



On the other hand, it is very important for the bank to compare or predict the exact figure each day due to the unpredictability of customer's behavior. Moreover, it is costly for the bank to maintain checking accounts.

Therefore, it is better for the bank to attract and build customers who have high net worth and more complex relationships such as mortgages, loans, insurance, saving investments, and asset management.

This, in order to do so, they tried to understand the customers and reward them fairly according to the bank and value of account they held at the bank.

Reply Project

Bank of the West was a highly successful customer centricity program. The program's success was due to the bank's focus on the customer's needs.

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Harrah's Entertainment



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- The first nationwide casino business
- Found in 1937 by Bill Harrah in Las Vegas
- Operated about 26 casinos in 13 states
- Phil Satre CEO and chairman
- Considered as the most devoted clientele in the casino industry

Uniqueness of Harrah's casino

1. Vision of the company to expand their business outside their local area
2. Investing in intellectual and technological capabilities



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Competitor invested heavily in constructing casino within Las Vegas and highly invest in a must see casinos with full facilities

Company's main focus



Increasing Customer Loyalty



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1. Using database marketing and decision science based analytical tools
2. Focusing on delivering great service based on customers demand.

Total Gold

- Player card program launched in 1997
- Designed to provide regular customers with incentives to visit Harrah's properties throughout the country

How it works?

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- Insert the Total Gold card into the slot machines > Credit earned as the customers played
- Reward with the standard fare as other casinos

3 Problems with the program

1. Nothing differentiated the program from the company's competitor's effort
2. Customer earned different rewards at different properties
3. Customers were not given any incentives to consolidate their gaming with Harrah's

HOWEVER



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Provide benefit as it is the strong database



dtac

NEWS



For Example

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- Source : ThaiPR.net
- Date: 15 November 2012
- DTAC launch campaign
- Customers can get discount of buying new phones up to 2,400 baht
- Requirement: each usage of 1 month will give 10 baht discount (maximum of 2,400 or 20 months)



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- Company Main Target : to increase usage of customer using smart phone
- Other CRM campaign: DTAC reward, DTAC reward extra, Personal Assistance
- Promotion: Valid until 25 November 2013