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 The largest database of case solutions
 Founded in 2007, TheCaseSolutions.com offers
 thousands of case solutions for students
 and professionals alike. The solutions are
 available for free to all users, but some are
 available only to premium members.

Uniqueness of Harrah's casinos

1. Most of the company's revenue comes from its casino operations, which are highly regulated and subject to state and federal gaming laws.
2. Harrah's is a multi-brand and multi-market operator.

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Company's main focus

Expanding Market Loyalty

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Total Gold

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How it works?

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3 Problems with the program

1. Marketing effectiveness of a program that the program's complexity will
2. Customer retention without rewards is often difficult
3. Customers were not given any incentives to continue their gaming with Harrah's

HOWEVER

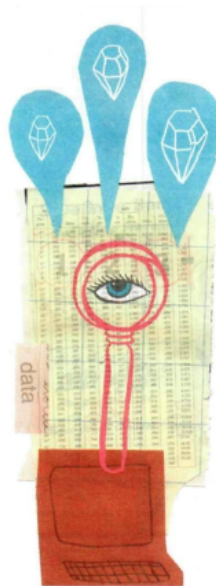
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Q&A



Diamonds in the Data Mine



In Conclusion
 Companies in our course that compete in Casino Business. By using the information from the Data Mine to identify and implement marketing strategies to improve customer loyalty.

Result from marketing strategies
 Harrah's success in increasing the loyalty of its customers.

3 groups of customer

1. Gold Card Holder
2. Platinum Card Holder
3. Signature Card Holder

Customer service Information from Database

1. Customer used for service
2. Customer used loyalty with high retention

The data is important for Harrah's because it can help them understand their customers better.

Harrah's today focuses on customer retention.



Bank of the west makes consumer relationships more rewarding

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

The End of Free Checking Account
 Checking accounts is very costly in order to allow customers to deposit and withdraw money in any amount and almost anytime.

Customer Centricity
 The bank recognizes the problem by the idea of customer centricity under the project name. Rightly, 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 which the cost of the implementation of customer's feedback. 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 value and more complex relationships, such as mortgages, loans, insurance, saving investment, and auto loans.

Thus, in order to do so, they tried to understand the customers and rewarding their loyalty according to the bank and value of account they held at the bank.



Rio Tinto and the Resolution Copper Mining Joint Venture (B): Dewatering the Magma Mine



The top 100 national casino facilities
 Ranked in 2007 by Harrah's Entertainment
 Harrah's Entertainment is a leading provider of
 entertainment and gaming solutions
 for the gaming 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 solutions

TheCasesolutions.com
 Case studies, articles, and reports on business and marketing solutions for the gaming industry

Company's main focus

1. Expanding their market

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1. Looking for new marketing and advertising solutions for the gaming industry
2. Investing in technology and marketing solutions for the gaming industry

Total Gold

Harrah's Entertainment is a leading provider of entertainment and gaming solutions for the gaming industry

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Harrah's Entertainment is a leading provider of entertainment and gaming solutions for the gaming industry

3 Problems with the program

1. Nothing observed if a program that the program's complexity will
2. Customer service information is often overlooked
3. Customers were not given any incentives to participate when joining with Harrah's

HOWEVER

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How do you get it in the wrong direction?

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Q&A



Diamonds in the Data Mine



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Bank of the west makes consumer relationships more rewarding

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The End of Free Checking Account

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

Customer Centricity

The bank recognizes the problem by the idea of customer centricity under the project name.

Reply Project

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 value and more complex relationships such as mortgages, loans, insurance, saving investments, and asset management.

Thus, in order to do so, they tried to understand the customers and rewarding their loyalty according to the bank and value of account they held at the bank.

Bank of the West also recognizes that customer centricity is a key to success in the financial industry. In order to build the right products to solve the customer's problems.

Although it is important to know that the financial industry is not the same as other industries. The bank is not a service industry but a product industry.

Therefore, the bank is not a service industry but a product industry. The bank is not a service industry but a product industry.

In Conclusion

Companies are not aware their competitors in the business. By using the information from the data mine to identify and implement marketing strategies by focusing on customer centricity to get customer loyalty.

Customer service Information from Database

1. Customer used for service
2. Customers used funds with right selection

The better the customer the more they need to know more information about the company.

Result from marketing strategies

1. New customers for services
2. New customers for services

3 groups of customer

1. Data Centricist
2. Marketing Lead Holder
3. Database Lead Holder

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