



Diamonds in the data mine Harvard Case Solution & Analysis

Uniqueness of Harrah's casino

1. Focus of the company is expand their business outside their core area
2. Learning by experimentation and knowledge are critical
3. Computerized tracking facility to monitor customer behavior and loyalty

Company's main focus

1. Increasing Customer Loyalty
2. Increasing Customer Lifetime Value
3. Increasing Customer Lifetime Value
4. Increasing Customer Lifetime Value

Total Gold

1. Higher customer loyalty in 2007
2. Higher customer loyalty in 2007
3. Higher customer loyalty in 2007
4. Higher customer loyalty in 2007

How it works?

1. Higher customer loyalty in 2007
2. Higher customer loyalty in 2007
3. Higher customer loyalty in 2007
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However

1. Higher customer loyalty in 2007
2. Higher customer loyalty in 2007
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Conclusion

1. Higher customer loyalty in 2007
2. Higher customer loyalty in 2007
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Customer service information

1. Customer service information
2. Customer service information
3. Customer service information
4. Customer service information

Result from marketing

1. Result from marketing
2. Result from marketing
3. Result from marketing
4. Result from marketing



Q&A



Diamonds in the Data Mine

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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 an 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 (imposed).

Customer Centricity
The bank recognizes the practice by the idea of customer centricity and the project name.



On the other hand, it is very important to the bank to compare in products the most for the most day due to the importance of customer's behavior. Moreover, it is ready for the bank to maintain checking accounts.

Therefore, it is better for the bank to value and build up customer's relationship value and more complete relationship such as mortgages, loans, insurance, savings investment, and other services.

Thus, it seems to me so, they going to understand the customer and provide their loyalty according to number and value of account they hold at the bank.

Project Project
Bank of the West Bank has been a pioneer in customer centricity. The bank's focus is on building a strong relationship with its customers. The bank's focus is on building a strong relationship with its customers. The bank's focus is on building a strong relationship with its customers.

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Harrah's Entertainment public offering
Harrah's 100% owned subsidiary
Harrah's Entertainment Inc. is a public company
Harrah's Entertainment Inc. is a public company
Harrah's Entertainment Inc. is a public company

Uniqueness of Harrah's casino

1. Many of the activities to capture their market share
2. Marketing is differentiated and technology is essential



Competitor focused heavily in
concentrating on the casino business
and trying to find an answer to compete
with the casino

Company's main focus

Increasing customer loyalty



1. Using data to identify and reward
2. Investing in technology and service

based on a customer's interest

Total Gold

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For Example

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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
anywhere.

Customer Centricity

The bank reorganizes the practice by the idea of
customer centricity under the project name
Ramp.

where customers are the center of decisions and
drives the products around the customer's
need.



On the other hand, it is very important for the
bank to compete or provide the most highly rated
the best in the competitive of customer's
behavior. Moreover, it is crucial for the bank to
maintain existing customers.

Therefore, it is better for the bank to attract and
hold customers who have high net worth and more
complex relationships such as mortgage loans,
insurance, savings investment, and asset
management.

This is, in order to do so, they try to understand
the customer and reward their loyalty according
to the bank and value of account they held at the
bank.

Ramp Project

Bank of the West is a public company that operates
commercial banks in the United States. The bank
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Harrah's Entertainment



- 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



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



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?

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

Th

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



Provide benefit as it is the strong database



dtac

NEWS



For Example

- 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)