

Diamonds in the data mine Harvard Case Solution &



Analysis



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Diamonds

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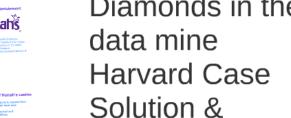




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Harrah's Entertainment



- 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

3 Problems with the program

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

HOWEVER



Provide benefit as it is the strong database





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)