

A Day in the Life of a Casino Host...



Hi! I'm Ann Whitehouse!

I have 320 players coded to me. 200 Active, 80 Inactive, and 40 New.

How do I keep track of 320 people?

When I start my work-day, I sign into PowerHost from my desktop or phone. PowerHost recommends who to call, and why, before I go down to the floor and interact with my guests.

POWERHOST

Recommendations	Guests	Tasks	Notes	Recent Activity	My Goals	Classifications	Birthdays
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First, I want to know who has been on property in my absence so I click on Yesterdays Results. I had a good day! \$22K in Theo and only 12% in reinvestment!

Yesterday's Results							Add Task	Add Note	Add Touch
You had 45 visitors. They generated 22,500 in Theo. Re-investment was 12%.									
Account	Guest	Phone	Actual	Theo	Comps	% Reinvest			
281726	CAROL BATE	637-1119	\$29,500	784	120	15%			
28940856	SALLY WHITTLE	526-7183	\$18,827	689	80	12%			
281726	JOHN HALAT	637-1119	(\$2,500)	625	50	8%			
28940083558	DEE BROWN	382-3827	9,740	590	120	20%			

Who were my top wins and losses? I will call Carol because she lost \$29,500 and I will call John and congratulate him on winning \$2,500. I just click on their names, click Add Task, and PowerHost will remind me later.

Are there any fires to put out? Do I have any new tasks?

Yes! My fellow host, Sam, has given me two tasks to follow up on, and my Boss wants me to invite Joan to the tournament next week. But there is no panic!

My Assignments
0 tasks overdue
5 tasks due today
12 tasks due tomorrow
17 tasks total

Account	Guest	Description	Due Date	Created By
28940856	THOMAS BALLANTYNE	Tom called. He wants a comped suite this weekend.	3/2	Sam
2811892	AARON WITSHEL	Call Aaron. He's unhappy about the downgrade.	3/2	Sam
28940083558	JOAN LU	Invite to the Slot Tournament next week.	3/2	Your Boss

Where do I stand against my goals? My goals are updated every day so I always know exactly where I stand.

Pace	Goal
Behind 	Goal 1 is increase Theo for Active Players by 10% on last quarter. You need 41,500,00. You have generated 4,980,000 which is 12%. We are at 15% of the period so you are Behind.
Ahead 	Goal 2 is "Qualify 20" new players. You have qualified 4 which is 25%. We are at 15% of the period so you are Ahead.
Ahead 	Goal 3 is "Control expenses as a percentate of Theo at 18% or less." Your expenses are at 12% and you are Ahead.
Ahead 	Goal 4 is "Contact 60% of players each month." You have contacted 20%. We are at 15% of the Quarter and you are Ahead.

I need to focus on Active Player with high Theo and get them on property! But who are they? I simply click on Classifications and I can see all my players "sliced and diced" in useful ways. This saves me the time of looking through multiple reports.
(We worked with our PD Manager to decide which Classifications were useful to us)

CLASSIFICATIONS

- + Top 20 Active with Highest Theo (20)**

These are your 20 Active players with the highest Theo for this Quarter.
- + New Players that not Qualified (6)**

These are New players that you need to qualify.
- + Active Players that are Inclining (94)**

These Active Players are inclining in both Theo and Expenses.
- + Valuable Active Players that have Not yet played (16)**

These Active Players had high Theo but have not yet played. Try to get them on Property.

I click on "Valuable Active Players that Have Not yet played" and I can see the list.

Account	Guest	Phone	Comment	Prev ADT	Last Played	Days Since Play
281726	JUDI DENCH	637-1119	Last quarter: Theo 2850, Trips 5	570	12/14	72
28940856	SING HI	526-7183	Last quarter: Theo 2700, Trips 4	675	1/15	68
281726	MARY SMITH	416-2288	Last quarter: Theo 1850, Trips 3	617	1/2	70
28940083558	FRED JONES	382-3827	Last quarter: Theo 1750, Trips 2	875	12/1	59

I click on the four Players that seem to be my best chance for success and I create a Task to call each one. Great! I am on top of my Goals.

My Assignments

0 tasks overdue

9 tasks due today

12 tasks due tomorrow

21 tasks total

Now I have 9 Tasks that are due today. I will start working on My Assignments before I go down to the Floor.

My first task is to call Carol and touch base because she lost \$29,500 yesterday.

I click on her Account Number and see her Profile before I call. I can see her Gaming History, Recent Comps, Upcoming Offers, Preferences, Tasks, Notes and more.

GUEST PROFILE **Carol Bate (281726)**

Personal Information	Gaming History	Preferences	Tasks	Notes	Recent Contact
Name (Account):	Carol Bate (281726)				
Gender:	FEMALE				
DOB:	5/9/1951				
Email ID:	cbate@HT.COM				

I click on Recent Contact to see if anyone has spoken recently with Carol?

And I see that Carol called me yesterday. Sam answered and agreed to arrange a Hotel Suite for this weekend but he hasn't done that yet. I'm glad I know before I call!

GUEST PROFILE **Carol Bate (281726)**

Personal Information	Gaming History	Preferences	Tasks	Notes	Recent Contact
Description	Type	Who	When		
Told Carol I would get her a hotel suite for this weekend.	Task	Sam	3/1		
Guest Called	Touch	Sam	3/1		
Explained the upgrade/downgrade rules to Carol.	Note	Ann	2/25		
Carol told me her dog is sick.	Note	Ann	2/26		

I can take care of her Hotel reservation and mark Sam's Task as complete. When I call Carol, I will give her the Reservation Number. That might cheer her up!

I call Carol and leave a voicemail.

I leave my Task undone so PowerHost will remind me to try again. But I add a Touch to Carol's records because this counts towards my goal of contacting all my players once a month.

ADD TOUCH

Account:

Guest:

Description:

The office phone rings. It is Aaron from Boston, looking for Sam. I quickly find Aaron!

Quick Find:

Account	Guest	Phone	City (Host)	Last Played	Tasks/Notes
<u>281726</u>	AARON JONES	637-1119	Boston (Sam)	12/14	Notes (18) Tasks(1)
<u>28940856</u>	AARON SANDERS	526-7183	Ocean Springs	1/15	Notes (12) Tasks(1)
<u>281726</u>	AARON WITSCHERL	416-2288	Chicago (Ann)	1/2	Notes (20) Tasks(0)

He must be Aaron Jones. The incoming-number matches as well.

I can see there is a Task so I click on it. Oh no! Sam has an overdue task to get Aaron into the Slot Tournament. I bet that's why he's calling!

I can take care of Aaron, close Sam's task, and get credit for that with the PD Manager.

I am going to give Sam a hard time though! He owes me!

Aaron mentions that he likes to play the Tuesday Tournaments so I add that to his Preferences.

Edit	
Category	Detail
Slots	Dollar slots
Tables	blackjack
Tournament Participant	Plays tournaments if Tuesdays
Plays Progressives	Loves Progressives
Hobby	Carpentry
Children	Mary, Harry, Susie
Smokes	e-cigs
Drinks	non-alcoholic beverages only

It's nearly time to go and walk the Casino Floor but first I'll check for any upcoming Birthdays... One birthday today! I will call Harry as I walk down to the Casino and wish him well.



And as I greet guests on-property, I will quickly make a Note, Task or Touch using my phone.

PowerHost helps me to manage my day, and stay on Pace to my goals!

And I get credit for everything that I do, because the PD Manager has visibility into all of us, including Sam!