



Customer Engagement Forum

Amplify your brand



In Quest for Customer Loyalty: Centering on the Customer

Chris Walls

Loyalty Analytics Manager



Echo Entertainment Group

Echo Entertainment is an ASX 100 listed company that owns and operates **The Star** in Sydney, **Treasury Casino & Hotel** in Brisbane and **Jupiters Hotel & Casino** on the Gold Coast.





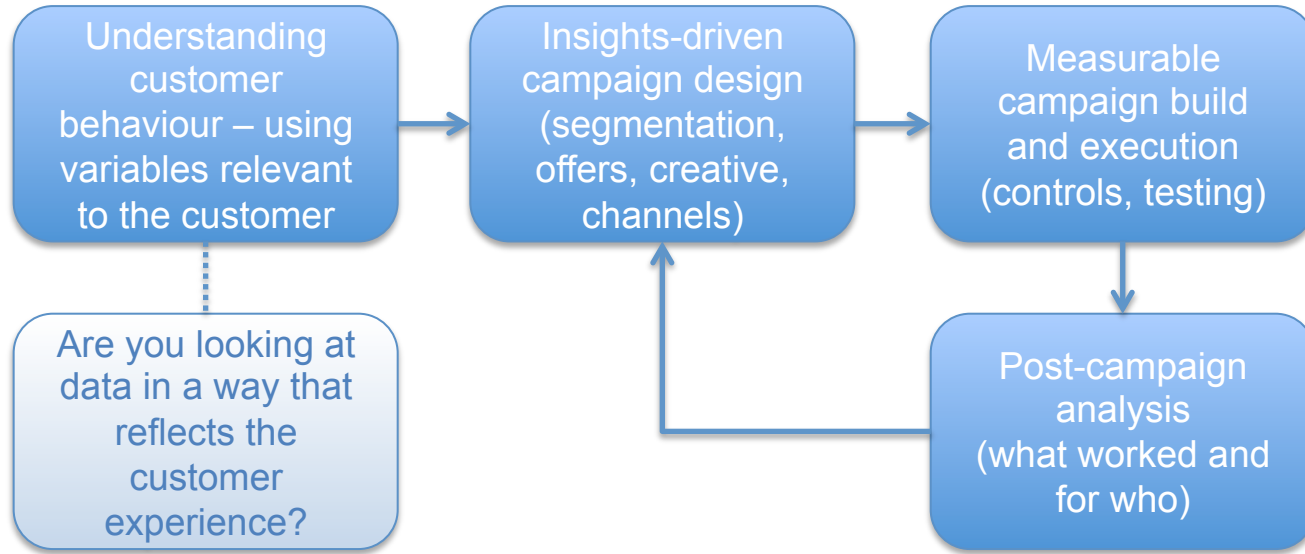
Absolute Rewards

- 280,000 active members per year
- > \$1 billion revenue from loyalty members
- Rewards earned on table games, electronic games, hotel stays and food and beverage
- Redeem for free play, rewards store

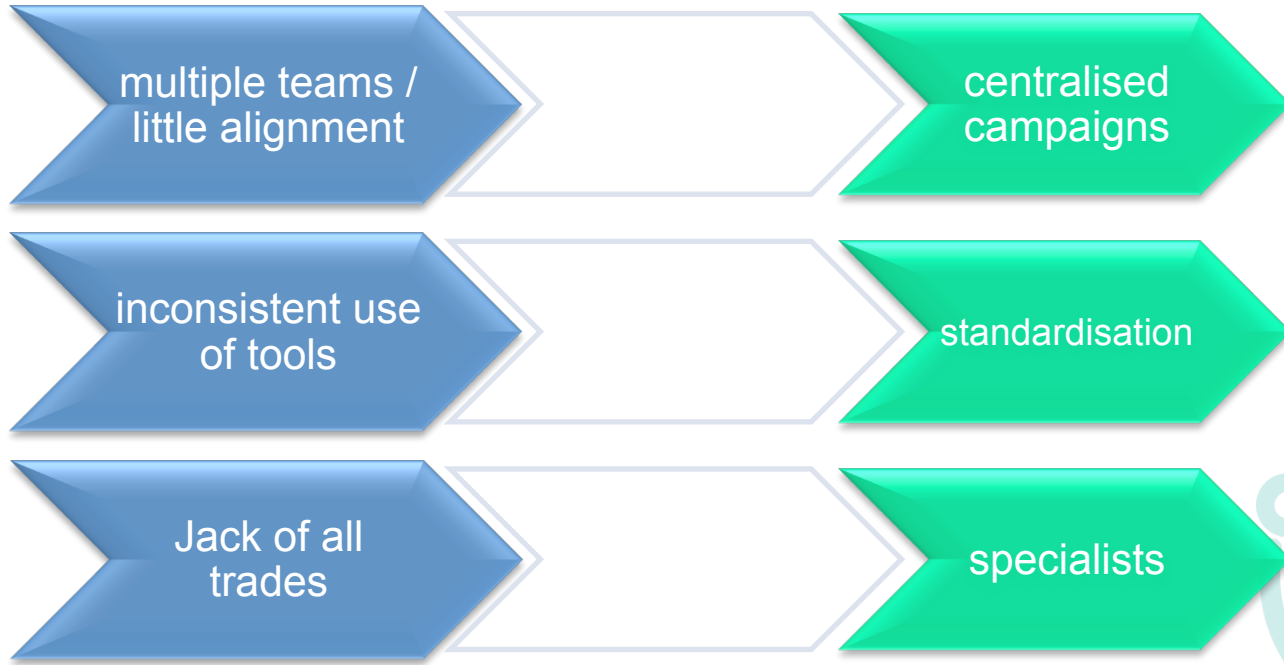
*“Mr. Bekier [Echo CEO] acknowledged that although Echo's renewed loyalty program was one of the drivers of The Star's performance, the company would need to ramp it up ... the loyalty program collected data including when customers visit, which machines they play and the food they prefer. But **Echo was not currently using this information** to create targeted offers.”*

– Australian Financial Review, February 2015

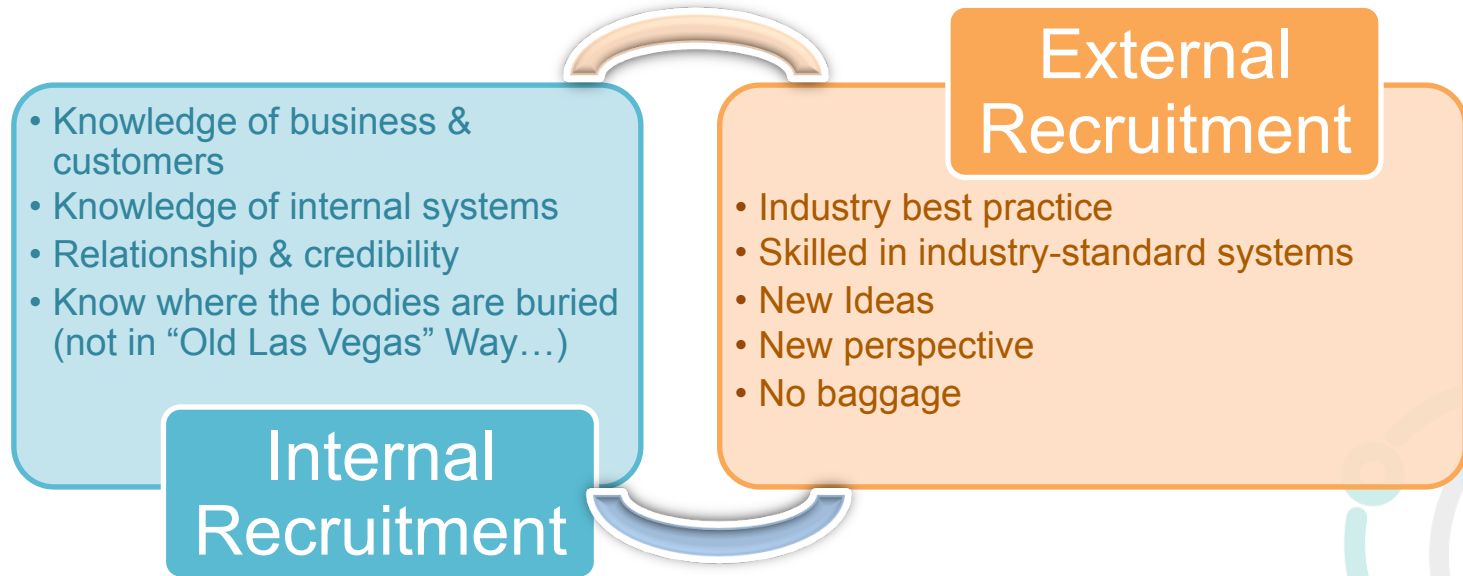
The goal: Customer-centric campaigning



Organisational Change - Marketing



Best of both worlds team structure



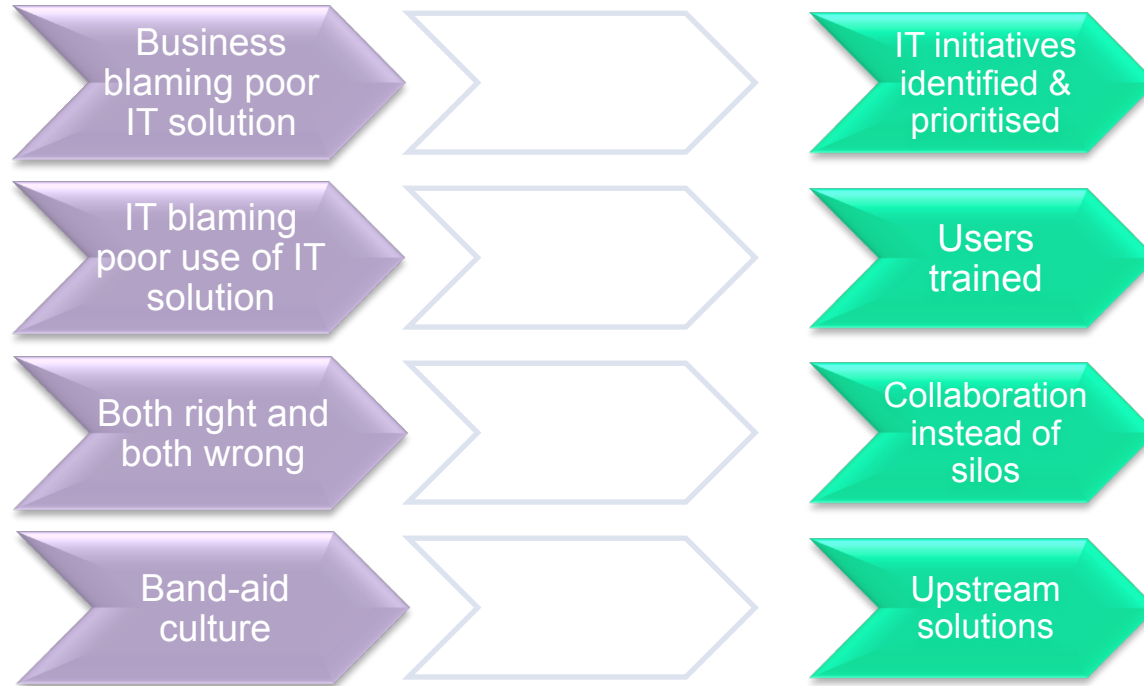
Establishing a Data Culture

- Frontline staff – GIGO
- Executives – Buy in
- IT – Enablement





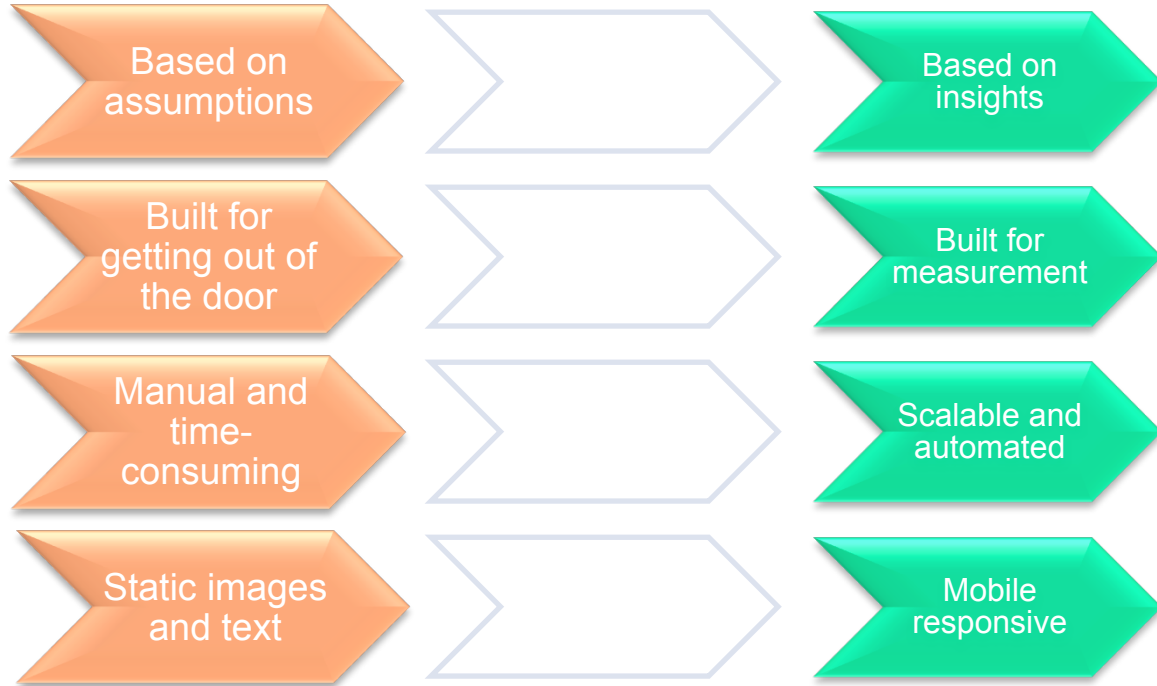
Organisational Change - IT



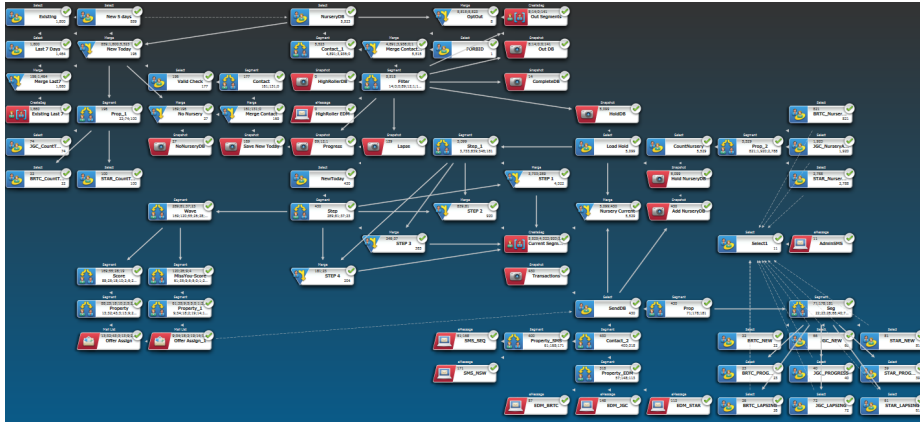


ECHO ENTERTAINMENT GROUP

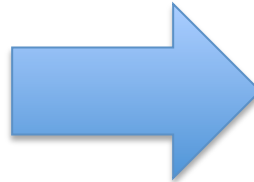
Campaign Design



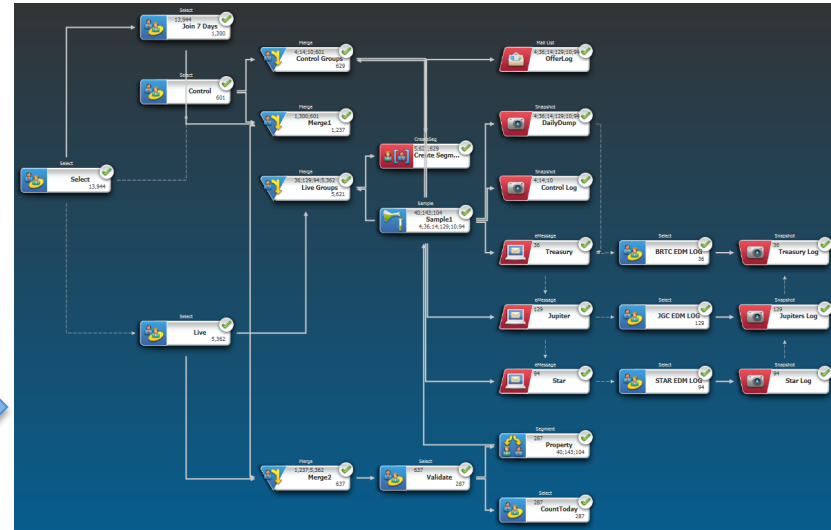
Nursery Campaign



- Trying too much at once - can't see the forest for the trees!
- Not built for measurement



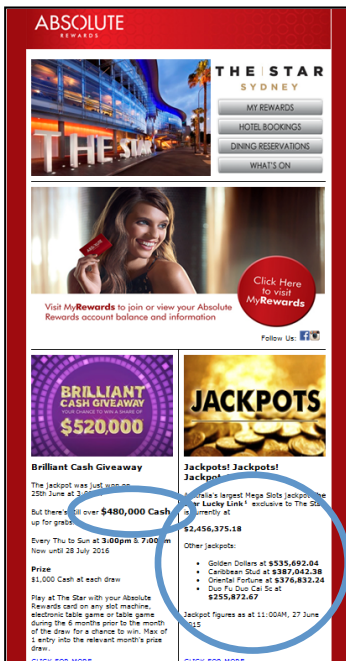
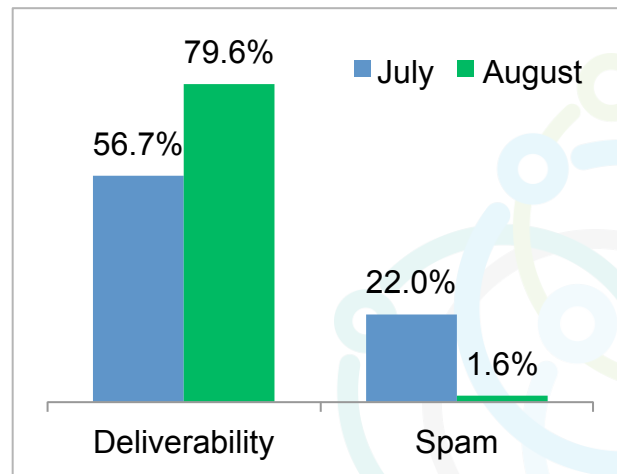
- Simpler approach with appropriate controls and outcome metrics



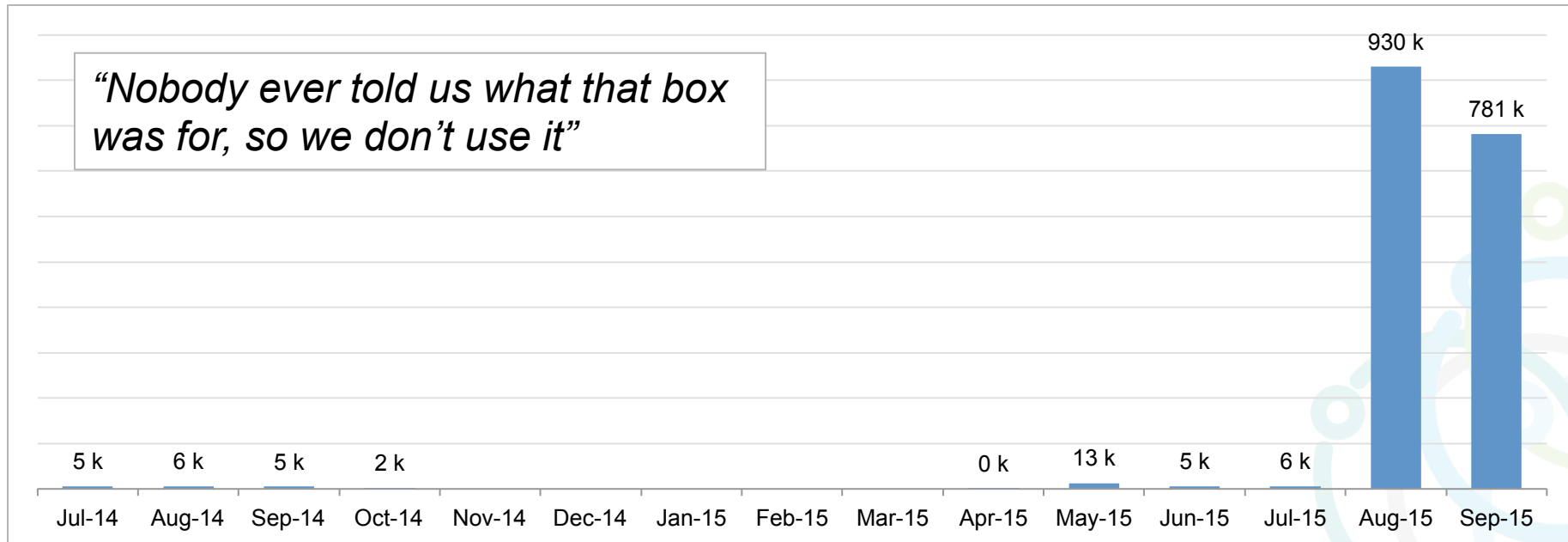
Hygiene

This monthly “What’s On” eDM contains references to jackpot and promo \$ amounts, which were falling foul of spam filters; from August we have optimised this content for deliverability:

- Any text references to jackpots and large sums of money were converted to images
- Deliverability increased to 80% (from 57%)
- Spam filtered emails decreased to 1.6% (from 22%)



Contact Logging



Other Challenges

- Taking stakeholders on the journey – why are we doing this?
- Aligning frontline processes with backend changes
- Crawling before running
- Balancing BAU deliverables with longer term improvements



A glimpse of the future

- Contact strategy
- Preference management
- Digital channels
- Real-time campaigning ... the champagne moment





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Thank You

#IBMEngageAU

