

### Customer Engagement Forum Amplify your brand

### **IEM. ECHOENTERTAINMENT** GROUP

## In Quest for Customer Loyalty: Centering on the Customer

### **Chris Walls**

Loyalty Analytics Manager



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## 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.



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# 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

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ABSOLUTE

REWARDS

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"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."

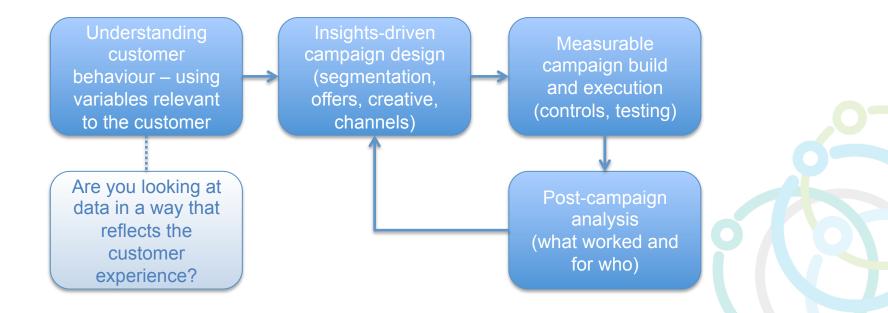
– Australian Financial Review, February 2015

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## The goal: Customer-centric campaigning



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## **IDM. ECHO**ENTERTAINMENTGROUP Organisational Change - Marketing



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## **IEM** ECHOENTERTAINMENT GROUP Best of both worlds team structure



- New perspective
- No baggage

Internal Recruitment

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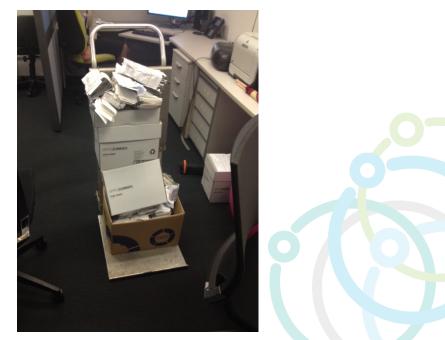
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customers



# **Establishing a Data Culture**

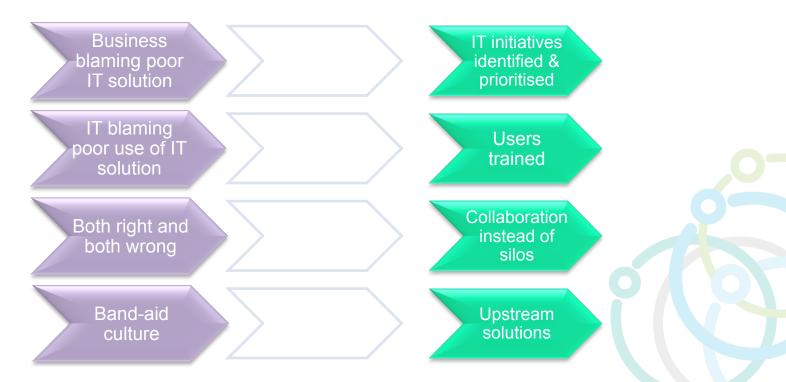
- Frontline staff GIGO
- Executives Buy in
- IT Enablement



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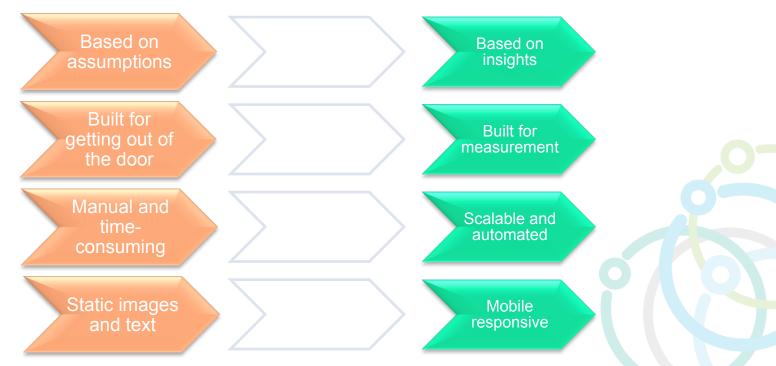


## **Organisational Change - IT**



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## **IEM. ECHO**ENTERTAINMENTGROUP Campaign Design



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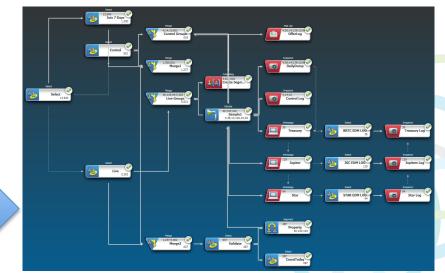


## **Nursery Campaign**

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- 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



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SUNDAY FUNDAY

Sunday Funday!

v Sundava are even more

x2 Casino Dollars on slot machines & electronic table

lette, Blackjack & Even Money

t for the Sunday Funday signs

LICK FOR MORE

ocarat table names, so keep an eve

**ROCK LILY** 

NIGHTS OF ENTERTAINMENT

Rock out 7 nights a week

Monday to Sunda

Rock Lily brings you premium live

entertainment including comedy, acoutstic nights, student showcases

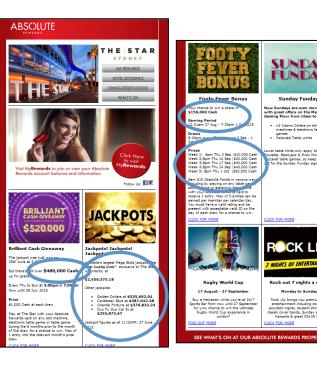
assic cover bands. Sunday sessions

Karaoke & great DJs till late.

CK FOR MORE

with great offers on the Main Floor from 10am to 8nn

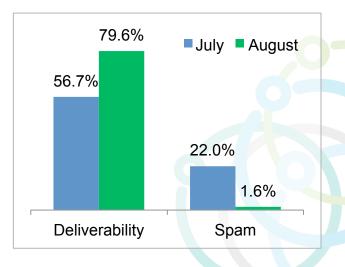
games Reduced Table Limits



# 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%)



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# **Contact Logging**

"NI	"Nobody ever told us what that box												_	<u> </u>		
was for, so we don't use it"													781	k		
														4		
														-		
5 k	6 k	5 k	2 k						0 k	13 k	5 k	6 k				
ul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-1	15	Sep-	1!

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# **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** 

