

AUTOMATION IN THE GAMING AND HOSPITALITY INDUSTRY: A SURE BET



How Automation Goes All In for Workforce Productivity and Revenue

Jackpot! Go into any casino and when you hear that word shouted by the slot machines, everyone cheers and shares in the euphoria of the big win. We don't care about the mechanics of the machine that made it happen or the algorithms that went into selecting the number of winners. All we care about is that we pulled the handle and it paid off. We take our winnings and spend more money going to a nice dinner, relaxing in our room upstairs, taking in a show or betting again. What we get in addition to winning is a joyful, unified customer experience that ideally, makes us want to come back for more. Done correctly, we have no clue of all the work that went into creating that experience. If only the casino's proverbial "man behind the curtain" had it so easy!

The gaming and hospitality industry is constantly being pressed to stay competitive by delivering a world-class unified customer experience that includes food, beverage and entertainment, while still staying profitable. There are many moving administrative operations that must be in sync in order to achieve that goal. Imagine, for example, a machine on the casino floor breaks down and the work order doesn't make it to engineering for two weeks, or an entertainment contract is delayed waiting for multiple approvals, a beverage order is misplaced, or hotel payroll doesn't go out because accounting neglected to submit records on time. If there isn't a unified system in place to immediately and effectively address these hiccups, the customer experience is disrupted and revenue goes down. Delayed or left unaddressed, these issues have both short and long term negative economic consequences.

In order to assure the unified customer experience and the resulting increase in revenue and competitive advantage, the administrative operations of the gaming and hospitality industry must be similarly unified. The most immediate and cost effective way to do this is to foster collaboration between departments such as IT, marketing, sales, finance, procurement, compliance, human resources, engineering, and legal, to name a few. Because these departments are often functioning in strong silos, however, it is difficult to implement a strategic plan or coordinate projects across the entire business. Moreover, many departments are still using manual processes with administrative paperwork, emails, and spreadsheets limiting the ability to focus on high value projects. Consider the number of contracts needing review and approval in the casino/hospitality setting and how they can get lost in the shuffle between departments during that process. Value is lost searching through emails, recreating lost documents or waiting endlessly for approvals.

One study estimates that the average employee loses 9 hours per week just searching through emails or locating documents.[1] In addition, the delays caused by manual processes can mean contracts not being approved on time and services delayed. In a large casino/hotel operation, that means hundreds of thousands of dollars and even millions left on the table each year – not to mention the lower customer experience.

By way of example, one human resources administrator reports, “It often feels like one hand doesn’t know that the other is doing. The delays to get approval for a new employee are frustrating and if the manager is out, the forms can sit on his desk for weeks. Meanwhile, we are short staffed leading to lower team morale and customer service.”

Bigfork Technologies offers an automation platform that modernizes administrative operations and eliminates the costs and frustration of manual processes. **ALOE**, our contract lifecycle and project management software, transforms administrative operations so they are uniform across departments to save time and allow the workforce to focus on higher value projects and a more unified, higher quality customer experience.

ALOE increases efficiency and revenue by helping your team:

- Eliminate needless paperwork and emails.
- Improve response times.
- Generate preapproved templates.
- Increase project collaboration.
- Negotiate contracts.
- Track key performance Indicators.
- Improve accuracy and risk management.
- Meet compliance deadlines.
- Prioritize high value projects.
- Allocate workforce resources effectively.

We invite you to learn more about how **ALOE** can increase your casino management productivity and drive revenue while maintaining quality. Please contact us or request a demo at info@bigforktech.com and we will get you started on your digital transformation.

[1] McKinsey and Co. 2012 Report.



Bigfork Technologies’ contract lifecycle and project management software, **ALOE**, offers a solution that helps a gaming and hospitality business collaborate and streamline its administrative work processes so it can maintain a competitive advantage, increase revenue, and provide the best customer experience. **ALOE** is transforming the casino back office so it can add value to the entire operation.



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