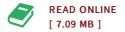


The Predictive Casino: Making the Integrated Resort Smart (Paperback)

By MR Andrew W Pearson

Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The Predictive Casino is a casino that utilizes the latest technological developments to connect with its customers to deliver an exceptional personalized experience that will keep them coming back. Today, technology such as AI, Machine Learning, Augmented Reality, facial recognition, IoT, Real-time stream processing, social media, and wearables are altering the Customer Experience (CX) landscape and casino operators need to jump aboard this fast moving technology or run the risk of being left out in the cold. The Predictive Casino reveals how these and other technologies can help shape the customer journey as well as provide insights into every facet of the business. The book details how the five types of analytics-descriptive, diagnostic, predictive, prescriptive, and edge analytics-affect not only the customer journey, but also just about every department in a casino operation. Facial recognition technology can spot a customer stepping onto a casino bus at the Macau/China border and that can set off alerts which will notify he necessary departments, where that is a host on the floor, a restaurant manager, a dealer, or even the hotel s GM...



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