

The Interactive Players Club Experience at Seminole Casino Coconut Creek is a Casino Industry First



After Seminole Tribe of Florida Gaming Operations CEO James Allen challenged Seminole Casino Coconut Creek General Manager Steve Bonner and Vice President of Marketing Michael Michaud to develop a new player's club for the property's \$150 million expansion to eliminate guest lines and greatly enhance their service experience, they turned to Minneapolis-based Logic PD.

Since 1960, Logic PD has earned a reputation for creating customer service "interaction design" innovation for numerous international retail giants. However, this was a challenge for Logic PD also, a multi-faceted electrical, mechanical and software engineering company that had not worked in the casino industry before.

"But we explained our mission and they got it right away," said Michaud. "Their related expertise was in creating state-of-the-art customer service applications for retail stores so they brought fresh perspective to the casino environment and ways we could enhance the players' service experience."

The new Player's Club at Seminole Casino Coconut Creek is a flexible working area – an open floor design that promotes free-flowing information and intimacy with guests. Gone is the typical player's club hotel-like front desk, replaced by easy-to-use touch-screen kiosks and helpful guest service representatives who provide a one-on-one interaction for swifter, on-target solutions. Most importantly, gone are the irritating membership lines all casino patrons know too well, which can be especially frustrating when they only have a simple account question or request. Bally Technologies' player tracking system – also responsible for driving its new slot machine

iView Display Manager, Elite Bonusing Suite and the casino's accounting software – is key to the new Player's Club.

Once a guest's needs are quickly identified by podium hosts, they are accompanied to various software stations depending upon the complexity of their requests. A Player's Club representative is always by the guest's side for full assistance.

To join the free Seminole Player's Club, the guest simply hands the host a driver's license that's immediately scanned and their name is automatically displayed on a virtual monitor queue. As their membership is processed they can already start their fun by playing on the massive Monster Wall – a gigantic video slot machine – for cash or prizes.

Guests with minor questions or issues such as a lost player's club card, are brought to one of six Express Service kiosks – similar to self-help airport check-in – where they are shown, for instance, how to reprint their member card or reset their pin number.

For more pressing or potentially time-consuming issues, the guest is invited to sit with a service person at a laptop station and quickly access the player's information through the tracking system software developed by Bally. It's completely up to the guest whether he or she wants to be personally assisted by a Player's Club representative or take a "do-it-yourself" approach to service satisfaction in this adaptable interactive system – a major first in the casino industry. ♣

For more information about Seminole Casino Coconut Creek visit www.seminolecasinococonutcreek.com.