

CASINOS AND GAMING

CASINO ALARM MANAGEMENT AND CALL CENTER SOLUTIONS



MACHINE UPTIME + HIGHER GUEST SERVICE = CONTINUED GUEST PLAY, AND INCREASED LOYALTY AND REVENUE

Providing the ultimate guest experience around the clock is imperative in the ever-competitive gaming industry. Spok® helps organizations provide superior services by enhancing communications across the entire property to increase guest satisfaction and loyalty.

Casino staff members need to be notified about a number of time-sensitive situations, including:

- Machine error alerts such as bill validation jams or TITO (ticket in, ticket out) malfunctions
- Routine machine maintenance
- Guest requests for drinks and/or change
- VIP arrivals needing assistance
- Jackpot verification and payment requests
- Routine machine maintenance

ALARM MANAGEMENT AND CALL CENTER: KEY BENEFITS

- Work seamlessly and behind the scenes to improve guest satisfaction and safety
- Increase profits of slot machines
- Improve staff efficiency and productivity with faster communications
- Work with the systems and devices you already use



CONNECT A VARIETY OF CASINO SYSTEMS TO VARIOUS COMMUNICATION ENDPOINTS

Spok connects your existing casino systems and sends messages to the appropriate staff members. These alerts can be sent to one person or a group using virtually any wireless device. Spok sends location information on machine alerts, guest requests, and other time-sensitive messages through integration with casino systems, such as gaming, building management, logging management, fire alarms, and security alarms.



INCREASE REVENUE WITH LONGER MACHINE UPTIME

It's essential to keep slot machines working efficiently in your casino. This means notifying the right parties quickly and allowing them to take fast action to help reduce downtime of gaming systems. If a machine is only down for two minutes instead of 15, your revenue can see improvements.

By assigning the right staff members to the right zones in your casino, notifications always reach the right person. The Spok system can also escalate service items still pending in the queue by notifying the next-available attendant or management personnel. This helps minimize wait times for guests, so they know their requests are met quickly and with the simple touch of a button.

Spok solutions provide comprehensive reporting of all communications, including time/date stamps, recipients, and their responses. This allows management to evaluate staff efficiency by reporting on key performance indicators (KPIs) such as acknowledgement and duration of each call.

MAINTAIN GUEST AND STAFF SECURITY

One security incident can cost your casino thousands of dollars. Provide a high level of safety to guests through enhanced 9-1-1 (E9-1-1). This means that in cases where a guest dials 9-1-1 from a multi-building or multi-floor property, the local 9-1-1 call center will receive the caller's exact location (building, floor, room) and not just the main address of the casino or hotel. You can also provide emergency calls through our emergency notification solution to all hotel rooms or individual departments—or leverage group messaging via SMS (text) for important notifications.

CALL CENTER MANAGEMENT

Enable your call center team to handle calls faster and more professionally with an operator console. You can also use speech recognition to handle transfers and simple requests, reducing dial zero calls and freeing operators for more in-depth assistance.

SPOK SOLUTION SUMMARY

- **Alarm Management:** Send critical alerts and alarms from gaming, security, and many other systems to the mobile communication devices staff carry for quicker response.
- **Contact Center:** Enable your call center team to handle calls faster and more professionally with operator consoles, speech recognition, and wake-up solutions.
- **Enhanced 9-1-1:** When a guest dials 9-1-1 from your property, provide the local 9-1-1 call center with the caller's exact location.
- **Emergency Notification:** Quickly and reliably notify and confirm team member availability during critical situations without calling trees and confusion. Automatically deliver messages, collect responses, escalate to others, and log all activities for reporting and analysis.
- **Smartphone Communications:** Use smartphones for secure messaging among casino staff. Access the full directory of accurate contact information, send messages to smartphones and other devices, and ensure critical communications are logged—all with security, traceability, and reliability in mind.
- **Paging:** Implement highly reliable onsite paging systems, including robust pagers with configurable display options and priority override capabilities.