

Turning information into predictions

The gaming industry generates billions of dollars every year—a number poised to grow if gaming businesses can harness the technology and social networking that's driving change among businesses worldwide. Critical to this growth is a deep understanding of who the players are, what they want and how operators can leverage personal information to improve the player's experience.

And given the interconnectivity of the players themselves, data collection can't rely on siloed systems like it has in the past. To make decisions that are right for the future of your business, you need sound data and business intelligence. This will take knowing what information is important, how you'll collect it and how you'll make use of the results. It also means working together with the government and other operators since no one operator has access to all player information. In an industry with little history of sharing information outside of regulatory requirements this may require a big step.



Shifting to a customer-centric model

Robust player profiles can be a powerful thing. They can drive additional in-person and digital play, focus marketing efforts and allow businesses to tailor rewards and recognition programs. Given shifting demographics and the high degree of digital fluency in next generation players, the need for a multi-platform business intelligence model is becoming increasingly important.

Working together as an industry to develop a customer centric model—where players are recognized regardless of how they interact with the industry—could help foster the creation of organizational structures that can capture customer data more readily than ever before. Gaming businesses can then use this data to provide their customers with the information and gaming opportunities their customers want, when and how they want it.



Harnessing the right technology

To gather strong business intelligence, many gaming organizations will need to invest in technologies. Given the diversity of gaming offerings and the need for collaboration across the industry, identifying the right technologies, tools and processes to underpin data collection won't be easy—especially for organizations with older and outdated systems.

Getting the technology architecture right is important because mistakes can be costly and lead to challenges and frustrations over the long term. Aligning your business intelligence requirements with your strategic plan is a good place to start. From there, you can develop a technology plan tasked with supporting your current and future data collection and analysis requirements.

In brief | Business intelligence in gaming

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Fostering trust among players

When it comes to gathering information, nothing is as critical as developing trust among players, because the most useful data for strategic decision making is very player-specific. To do this, gaming businesses need to create an environment where players have enough trust to share personal information on a regular basis. Without such information, business intelligence solutions aren't very useful.

Creating a customer-centric approach is the first step in fostering such trust. When players believe they're getting additional value, they're more likely to share personal information. Gaming businesses that work with their customers to develop and address their needs, concerns and suggestions create an environment of collaboration where information can be shared more transparently—and in both directions.



Developing industry collaboration

In an industry with diverse stakeholders providing an array of different gaming offerings, conducting business intelligence can be complicated. One way to build an accurate understanding of player relationships and touch points is by collaborating with government and other industry participants. But, while most gaming businesses recognize the importance of harnessing data to make strategic decisions, the idea of such collaboration is hard to fathom for some.

Collaboration will be crucial in the next wave of gaming industry evolution. In a customer-centric model, there's little room for siloes of information. To be effective, greater knowledge sharing and transparency is needed. Governments, regulators and gaming businesses should work together to design systems and processes that collect and analyze data for the benefit of all stakeholders—while ensuring that individual businesses don't hinder their competitive advantages.

By implementing a customer-focused approach to your operations, you can develop the player trust you need to make your business intelligence efforts more valuable. This will help you align your business intelligence systems, tools and processes with your strategic objectives, so that you can grow your business long-term.

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The stages of business intelligence

Creating an effective business intelligence strategy has three phases:



Envision a customer-centric approach that can act as a foundation for operational activities and help support the collection of robust business intelligence.



Transform industry and organizational processes and technologies, so you can collect accurate information on the multi-platform gaming activities of your players while ensuring any data collected is safe and secure.



Protect what matters most: the integrity of your customer data and the trust your stakeholders have in your ability to act responsibly.