

A customer centric approach

The world of gaming is changing for everyone and the player is at the heart of this change. There's massive opportunity for gaming companies, operators and regulators to interact, leading to a fundamental change in the way the gaming experience is delivered. No matter where people play, a more flexible and entertaining gaming experience will allow them to play more often, more responsibly and in a way they want to play.



Personalized gaming experience

The massive explosion of data will be a game changer for the gaming industry. With an unprecedented volume of data now available, gaming companies will be able to see what games people play, how much they gamble and more. As a result, gaming operators will not only be able to give players a personalized entertainment experience, but more targeted marketing. It'll also help regulators deal with issues of risk management and fraud.

For example, with more options tailored specifically to each player, they'll be more enthusiastic to play. If, through the data, the casino finds out that the majority of people play poker, it can add more tables and more online poker options. Players will find a seat at a table, whether real or computer generated, more easily.



Breaking down the barriers

Imagine a scenario where a group of friends want to play a few games of blackjack or poker at a casino, but one person can't make it. In our increasingly tech-savvy world, everyone will still be able to play together, whether they're at the casino or at home. In the not-to-distant future, friends who can't make it will be able to login in to the game with their friends on a mobile device or computer and play as if they're there. By breaking down the barriers between bricks-and-mortar and virtual experiences, gaming operators will be able to serve players better with a customized player approach.



Player of the future

With the fusion of our physical and virtual worlds, it won't be long before people can play under one ID. This single identity will allow players to take their winnings from game to game, regardless of whether they're in a casino or playing online. This single identity enables operators to capture business intelligence on players across platforms, offering a personalized entertainment experience.



Protecting the player

Having a single online identity for each player allows industry-wide safeguard to protect players. The players can be empowered with tools to set up their own safeguards, so that they can stay within safety limits. Operators can use this data to flag potential high-risk players and protect them better. This not only allows players to choose the parameters they want to play within, but also encourages responsible gaming and better control.

Watch The Digital Player

www.pwc.com/ca/gamingtransformation



How we can help

We can help you transition into this new gaming landscape, shaping the market and offering advice on becoming successful in the virtual and physical worlds. Our team provides a range of consulting, tax and assurance services, specializing in customer centricity, social network, targeted marketing, big data, security, cloud computing, risk management, operations and fraud.

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