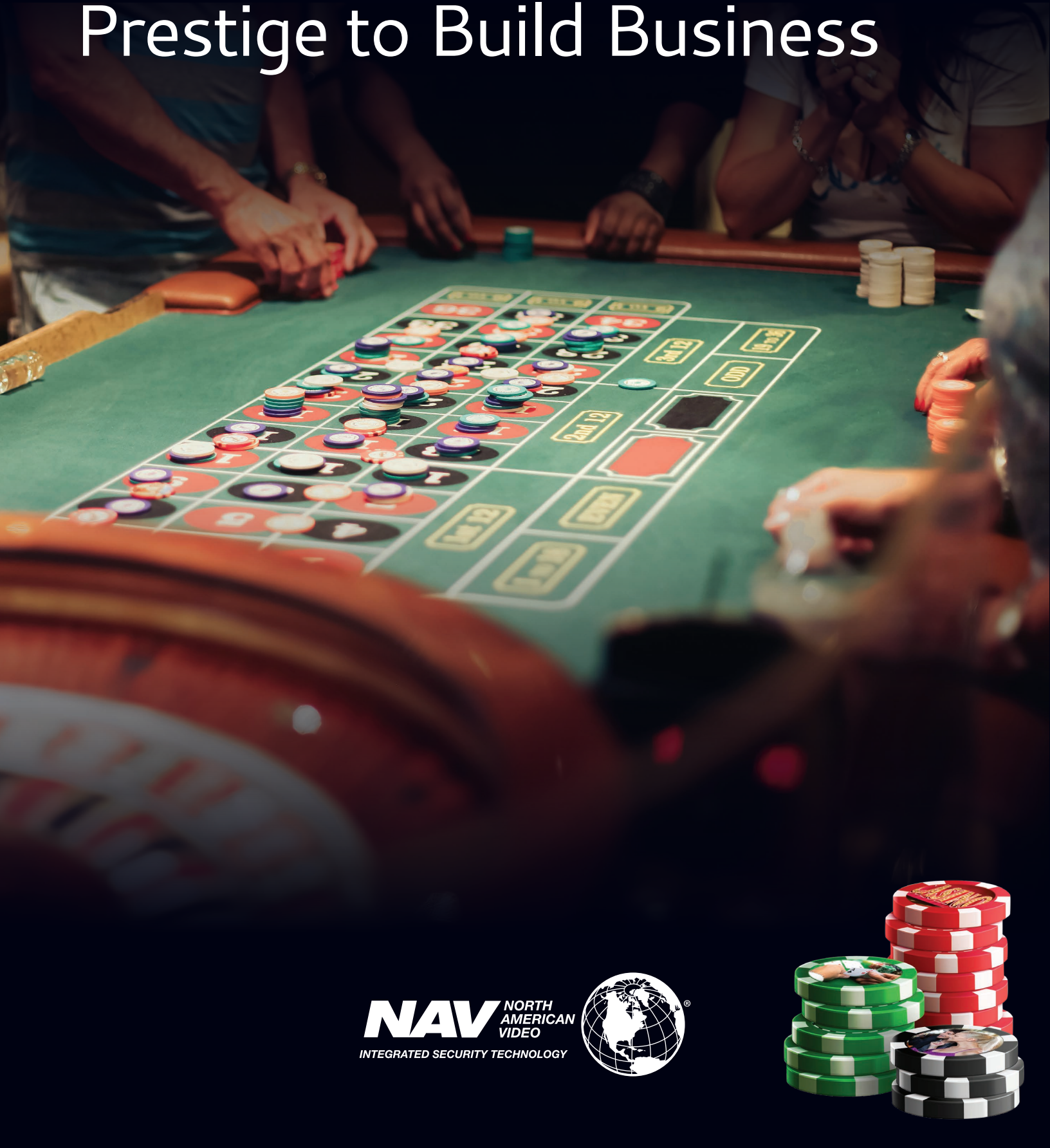


Capitalizing on the Power of Prestige to Build Business



NAV NORTH AMERICAN VIDEO
INTEGRATED SECURITY TECHNOLOGY



Many factors can affect your business success, including the way your brand is viewed by your customers and other groups. Their viewpoint can be influenced by your brand's perceived level of prestige, which in turn is based upon another wide range of factors. Further, with the rise of social media and internet review sites, consumers now have an unprecedented ability to help or hurt a brand based on their experiences as well.

Some of these factors are under your control, but others are more difficult to manage. While there are many strategies for building positive excitement and interest (team up with microbreweries, offer rewards, etc.), you must also address the potential for your brand to be damaged by negative reviews and publicity. To that end, this whitepaper will focus on how to maintain a strong and appealing brand by managing the forces – social media, for example – that are catching some casino operators by surprise.

Here are some things you can do to help ensure your business remains healthy.

The Importance of Your Brand

When it comes to building a profitable, ongoing stream of loyal customers for your casino operations, nothing could be more valuable than your public image. When customers feel positively about your brand, you can attract more patrons, form a defensive barrier against competitors, and decrease price sensitivities compared with your competition.

"Almost 9 out of 10 U.S. consumers say they would pay more to ensure a superior customer experience."

Source: Customer Experience Impact Report, Harris Interactive/RightNow, 2010

A significant investment of time, budget and effort is required to build up your business. One of the most important elements of this is the work that goes into creating and maintaining a brand image. Potential customers first learn about your business by hearing and seeing information about your brand, often through the words of other patrons. This sets an expectation that they will use to make their decisions about where to go when they make their travel and entertainment choices.

Brands exist at all levels of quality; for example, the major hotel chains have a basic, no-frills brand that survives quite well. Customers who choose to stay at these hotels know what kind of experience to anticipate, and make their reservations accordingly. The value they receive aligns well with the cost and their expectations.

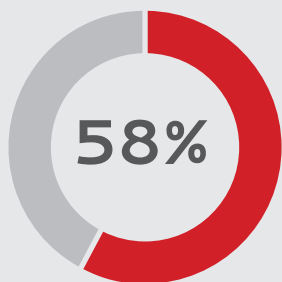
In 2011, **7 in 10** Americans said they were willing to spend more with companies they believe provide excellent customer service.



Source: American Express Survey, 2011

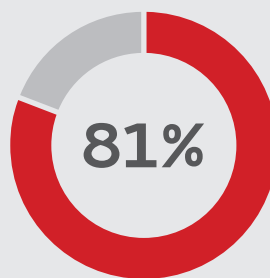
While there is also a range of levels for gaming facilities, there are certain basic factors that every casino must maintain in order to preserve an acceptable level of operational competency. Slot and other machines must be in working order, for example, and customers should feel they are safe on the premises. If this fundamental level is not preserved, the negative publicity that follows





58% of Americans perform online research about the products and services that they are considering purchasing.

Source: Jim Jansen, Pew Research Center's Internet and American Life Project, 2010



81% of shoppers conduct online research before buying.

Source: Adweek, Nov 28, 2014

can be highly damaging to a brand. Conversely, consistent delivery of services and experiences helps retain current customers for the long-term, and serve as a beacon to attract new potential customers.

Customers do Their Research Before the First Visit

According to reports, about 60% of Americans performed online research in 2010 before they made a purchase – and that includes travel destinations, choices of hotels, and of course, gaming facilities. By 2014, that number was over 80%. Today, in all likelihood it is over 90% for those with access to the Internet.

Make no mistake – your business and brand will be reviewed, examined, and evaluated by essentially all of your potential customers before they decide to visit. For this reason, it is critical that your

"24% of American adults have posted comments or reviews online about the product or services they buy."

Source: Pew Research Center, Internet and American Life Project, 2010

online presence, including your website and social media accounts, should be as compelling and complete as possible. Every brand interaction with a potential customer has the opportunity to drive new business your way – or to lose it.

"Some 40% of Americans nearly always rely on online reviews; but a much smaller share – around one-in-ten – nearly always post their own reviews."

Source: Pew Research Center, Online Shopping and eCommerce Report, 2016

Your online presence also includes an area which you cannot control – reviews. There are now numerous review websites that are highly ranked in search, and for many travelers or customers these are the first step in deciding where they will go to eat, vacation, or gamble.

More than 80% of Americans report reading reviews, with about half believing they present an accurate picture and about half with some reservations about believability. Nevertheless, a 5-to-4 majority pay more attention to highly negative reviews than to highly positive reviews. And while



you can't control reviews (though some brands have certainly tried, usually at their peril), you can work to avoid the kinds of situations that will cause negative publicity.

Recommendations:

1. Make sure your online information is complete and compelling. This includes your website, which should have lots of images – video is even better – as well as clear explanations of what makes your facility special.
2. Make sure you have a full understanding of your target audiences. Understanding your potential customers will allow you to tailor the online information to address their desires and concerns, and improve search results.
3. Make it easy for people to participate: add comments, share pictures, etc. Many companies worry that customers will post negative information. This concern is misplaced as it has the potential to occur whether or not you have an online presence. The way to minimize negativity online is by consistently providing a positive experience for your customers. For more on dealing with negativity when it does happen, read on.

The Importance of Positivity

All customer experiences affect your brand and your public image, either by supporting expectations – and thereby strengthening the brand – or by missing expectations and causing damage. This is not a symmetrical situation; it can take years to develop a positive image, but even one negative incident can permanently hurt your brand. One area where you can make a significant difference in helping to maintain a strong image is security and surveillance. Giving your patrons a feeling of safety, and demonstrating that you care about keeping the premises secure, are powerful measures you can take to build brand positivity.

Surveillance Takes a Lead Role

Technologies are available today that can help gaming casino operators make their surveillance systems more effective than ever before. Video camera sensors and video processing have improved to bring increased image clarity, including improved detail in both shadowed and brightly illuminated areas. Recent developments in video analytics, either at the cameras themselves or built into the VMS and recording systems provide a range of advantages, including automated detection of motion and other more specific criteria, along with greatly improved reviewing speeds and accuracies.



These new capabilities can certainly help surveillance systems achieve their primary objective, which is to catch casino cheaters and thieves. But they can also support the overall objective of improving the customer experience, particularly in light of their improved automated capabilities.

For example, the automated "object left behind" analytics function that is built into many new cameras can alert operators to a range of events, from messes that need to be cleaned up to furniture or displays that are out of place. "Heat mapping" analytics can help automatically identify traffic



bottlenecks or excessive wait times in checkout areas, letting management take steps to ensure adequate staffing. And of course, automated motion detection can alert operators to a range of petty crimes that can be disruptive to business and drive away customers.

Any crime taking place in your gaming establishment can take on far more importance to business results as consumers now have powerful online review and social media platforms that amplify their voices to many more listeners for extended time periods. Unchecked petty crimes can easily become a topic of discussion,

Surveillance Recommendations:

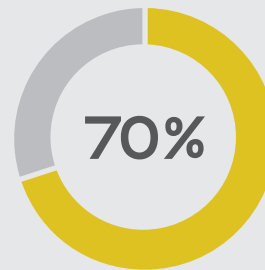
1. Don't limit surveillance to the gaming floor. Make sure you include all the areas that can affect customer security and experience. This can include the parking lots and garages, and commercial areas such as food courts.
2. Review what analytics and other automation capabilities are already available in your surveillance system, or investigate what can be easily added. These automated capabilities may help improve the overall customer experience without adding significant new costs.
3. Recognize that even small negative experiences can become magnified by online reviews and social media posts. Generally, your prompt action to resolve or address any incidents can pay handsome dividends by turning concerned patrons into satisfied customers or even brand ambassadors.

Make use of all the tools at your disposal to continue improving customer experiences, and it will boost your image and reputation.

and customer postings will show up in search results, discouraging new customers from making their first visits.



Going forward, facial recognition technologies will present new options for improving operational processes, from speeding up check-in and check-out to recognizing VIPs as they move through the facility, along with potential new automated



70% of buying experiences are based on how the customer feels they are being treated.

Source: McKinsey

capabilities that are yet to emerge. These technologies will provide improved efficiency and consistency, letting staff focus their time on the most valuable activities – serving customers. Great gaming facilities see service not as a cost, but as a sales opportunity.



When Negativity Happens: Taking Quick Action

Because brands can be damaged so quickly, management teams need to maintain a close eye on their web presence and take fast action to address any negativity.

In today's fast-paced world, anyone can post their opinion and have an immediate audience. For example, we already mentioned the many review websites where individuals can write about their experience with a facility, operations, or services they received. These postings and opinions may be valid, or they may not, but in either case they will be published and viewed many times. All businesses need to remain aware of this.

Top two reasons for customer loss:

1. Customers feel poorly treated
2. Failure to solve a problem in a timely manner

Source: Customer Experience Impact Report by Harris Interactive/RightNow, 2010

In a Harris Interactive report on Customer Experience, researchers determined that the top two reasons for losing customers were situations where customers felt they had been treated poorly, and situations where problems were not resolved in a reasonable timeframe.

How does management know if customers are feeling that they are being treated poorly? The truth is, when customers are present, your staff is in the best position to recognize the signs, and they should be trained to take note and take action. In addition, a small fraction of unhappy customers will speak up and complain.

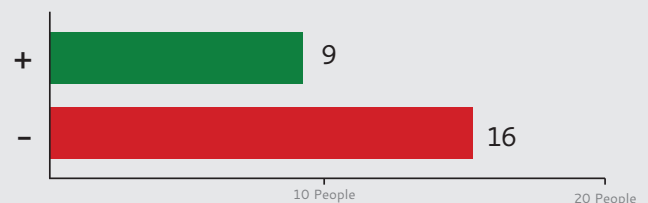
Savvy managers know that customer complaints are gems in the rough – because every legitimate complaint represents the true feelings of more than 25 times the number of additional customers. Recognize that even a single complaint is a powerful indicator, and you are already on your way to improved customer satisfaction.

"For every customer who bothers to complain, 26 other customers remain silent."

Source: White House Office of Consumer Affairs

As a benefit of increasing focus on capturing complaints and taking action in real time, organizations will see a reduction in the number of posted negative reviews, which in turn will have a positive effect on the brand image of the facility.

Americans tell an average of **9** people about good experiences, and tell **16** (nearly two times more) people about poor experiences.



Source: American Express Survey, 2011

Despite your best efforts, some customers will post negative thoughts on social media or review sites. Here again, as negative as these may seem, the action you take can turn these into a positive force.

Before now, an unhappy customer that did not complain in person remained an unknown to the business. The



company would not have any chance to correct the situation, and may or may not even have been aware of a problem. Worse, that unhappy customer could share their opinions with others – in fact, studies have shown that negative thoughts are shared more broadly than happy experiences. And throughout this situation, the company would remain ignorant with no chance to respond.

Over 1 million people view tweets about customer service every week. Roughly 80% of those tweets are negative or critical in nature.

Source: Touch Agency

Now, social media and review sites present a new opportunity for gaming facilities to detect an unhappy customer and take corrective action. How does this work? The key is a combination of social listening and online best practices. First, you need to staff and empower a team to monitor the relevant social media channels, listening for mentions of your facility. There are numerous utilities available to help with this. Next, your team needs to be well-versed in how to approach customer contact on these venues. For example, someone with a specific billing issue might post that they were overcharged for a meal bill. Rather than debate the situation in public, best practices would have a team member respond promptly to the customer expressing regret for the situation and taking the conversation to a private channel for resolution.

As is the case with the in-person complaints, taking prompt action – whether or not the customer is still within the facility – is a new opportunity to take a positive step to retaining that customer and improving overall sentiment towards your brand. No matter what



steps you take, your efforts will be witnessed by hundreds, or even thousands, of additional potential customers.

One more important caveat for your online monitoring team: *Not every negative comment needs to trigger a response.*

"Politeness caused the brand to be seen as more honest...than the same review without the polite customer complaint."

Source: Journal of Consumer Research, August 2014

A vague complaint such as "I didn't like the color scheme in the casino" is not a problem you can solve for the customer. Moreover, psychological studies have shown that some mild negative elements in otherwise positive reviews, along with polite complaints, actually strengthen the positive



Online engagement best practices:

1. Establish and train a team to monitor and respond to online complaints and conversations.
2. Respond quickly to actionable complaints, but let a few polite complaints stand, particularly if they are true.
3. Don't get into a public argument, even if you feel you're being treated unfairly.
4. Take it off social media by asking the customer to direct message you or send an email to a provided address.
5. Reward your staff for capturing complaints and for making it easy for customers to provide feedback.
6. Do everything possible to correct the situation. If it cannot be corrected, compensate the customer so that they feel that they were treated well. This will not only reduce the probability that the customer will post a negative comment, but also increase the possibility that they will post a positive comment that improves your public image.

effects – because the negative parts lend realism and credibility to the reviewer.

Remember that every organization and professional provider on earth is dealing with this now, and the ones who manage it right will be the ones who succeed.



Conclusion

Your public brand image is a valuable asset that reflects your relationship with current customers and helps you attract and capture new customers. There are many factors that influence business success, and in this world of shared experiences and influencer marketing, it is more important than ever for your brand to create an excellent experience for your customers. They will talk about it online, and others will make their decisions about where to go accordingly.

"Customers may forget what you said but they'll never forget how you made them feel."

Source: Anonymous

For a casino, a feeling of security rates highly among the factors that can strongly influence the experience for visitors. By being aware of how visitors feel, and listening carefully to their feedback and complaints, gaming operators will be in a better position to respond to concerns and build a reputation that helps continually drive new business.

