

Gambling On Customer Experience Will Never Lose: Casino’s Transformation with Digital Signage Solution

BRIEF PROFILE

Place: Philippines

Industry: Entertainment

Solution:

- SMP Player x 8
- CMS Server x 1

PAGCOR

PAGCOR, a corporation that is 100 percent owned and controlled by the government, regulates and authorizes casino gaming in the Philippines.



Background:

It was established during the years of the Martial Law by President Ferdinand Marcos under a Presidential Decree (PD1067-A), responding to calls for the Philippine government on a halt to the growing numbers of illegal casinos. According to PD1869 (PAGCOR Charter), PAGCOR is empowered to supervise, operate, license casino games in the Philippines, and assist in promoting the Philippines tourism industry. With its vision of rendering the Philippines become the best place in the ASEAN region for gaming and entertaining, PAGCOR implemented CAYIN digital signage solution in Casino Filipino in Pampanga to enhance the customer experience.

Digital Signage Solution Boots Both Customer and Staff’s Satisfaction

At a casino, to integrate and effectively deliver wayfinding, promotional and entertainment information could be a big challenge because of frequently changing content, such as gaming updates or promotional advertisements. What’s worse, failing to tackle this difficulty will result in disappointing customer experience and low staff productivity. Partnered with Mediacast Digital Group Inc., a well-renowned system integrator in the Philippine, CAYIN digital signage solution makes it possible to enable customers to always stay in sync with the newest and customized information. Besides, it provides a convenient way for staff to replace content as well.

With CAYIN SMP-8000 digital signage player and its dedicated software, SMP-NEO2, disseminating and modifying often changing information at casino has never been more effective. For staff, they can alter messages remotely from the laptops, and design new content with various stylish templates or Skin Editor provided by CAYIN without spending a long period of the creation process, highly increasing staff satisfaction and productivity. For customers, through CAYIN digital signage solution, they can easily navigate the direction, obtain the latest information of event updates, quickly search available services (i.e., bars, clubs, restaurants), which reduces frustrating moments and enhances customer satisfaction.

Personalized Customer Experience Wins over Guests' Heart

CAYIN digital signage solution was successfully deployed and achieved the PAGCOR's goal of enhancing customer experience, leading to better sales and a higher brand reputation. The personalized customer experience is paramount to Casino's success since it serves a wide range of customers. Providing the right impetus to the right guest at the right time not only creates the best customer experience but opens up opportunities to drive sales. Through its innovative features, digital signage is the strategic touchpoint for casino businesses to engage their customers with personalized solutions. In other words, digital signage offers an unprecedented chance to advance customer experience to the next level.

CAYIN Technology in Brief

CAYIN Technology is a 16-year professional digital signage solution and software developer from Taiwan. By offering a complete portfolio of appliance-based digital signage solutions, CAYIN dedicates itself to being a reliable partner to clients worldwide and has successfully set up various applications globally. In order to best facilitate the deployment of its products, the company also provides tailored services to satisfy the ever-growing market demand for almost limitless applications.

Mediacast Digital Group in Brief

Mediacast Digital Group Inc. has been successful on providing full digital signage solutions in the Philippines since its foundation in 2009. The company has served as digital intelligence to various industries such as hotels, restaurants, universities, malls and other establishments and institutions. To provide full digital solutions to clients is the company's main priority.



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