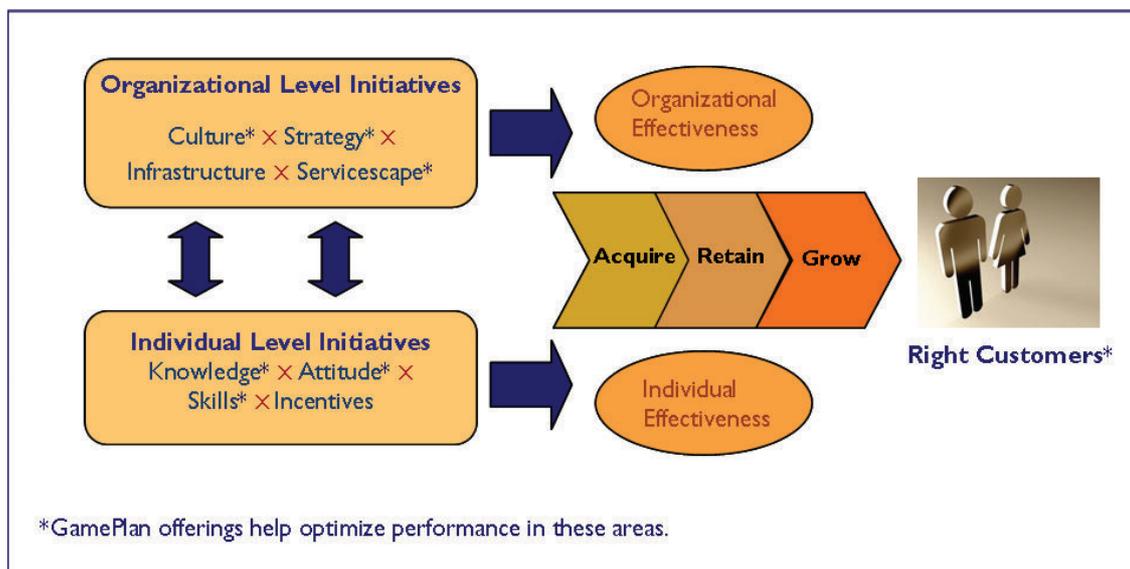




GamePlan Consultants

A BI-LEVEL, INTEGRATED APPROACH TO MAXIMIZING CUSTOMER VALUE

Survival and growth in the casino business depends entirely on the operator's ability to acquire, retain, and grow the **right** customers. This capability evolves from initiatives at both the organizational level and at the individual employee level. GamePlan Consultants have the skills and the resources to create meaningful contributions at both these levels through rigorous research, high value-added consulting, and results-oriented training. At the organizational level, we offer consulting in the areas of culture, strategy, and servicescape. Our activities at the individual level involve researching and training employees at all levels with a view to assess and enhance their knowledge base, motivational levels, and repertoire of skills.



Culture: Organizational culture informs the norms, beliefs, and expectations of the organization for employees as well as customers. When no conscious attempt is made to create a particular culture, culture nevertheless evolves, largely as a result of the beliefs, opinions, and behaviors of the firm's leaders. Such culture, by definition, tends to be weak and nebulous. Culture has a profound impact on corporate performance as it impacts the mindset and behaviors of employees, customers, and other key stakeholders. We at GamePlan Consultants have developed a valid scientific instrument with which to measure organizational culture. We are also in a position to assist companies to create interventions by which to alter certain aspects of a firm's culture.

Strategy: Strategy is the fit the organization has with its environment, both internal and external. We offer advice on the overarching strategy for a gaming company based on its environmental characteristics. More specifically, we have established a name for ourselves in helping organizations determine their marketing strategy. We also conduct marketing and service audits to ascertain specific areas within a firm's marketing set up and strategy that require improvement.

GamePlan Consultants are adept at designing and implementing *Customer Relationship Management* projects for gaming companies. We have developed a CRM readiness tool that gaming companies can use to assess whether they are the right candidates for full-scale CRM implementation. We will facilitate and ensure the success of change management initiatives needed for CRM to succeed, which includes the use of specific diagnostic tools at various stages of implementation. We advise clients on CRM processes, organization, data integration, and systems.

Servicescape: Servicescape is the environment in which gaming companies deliver various services to their customers and includes all tangible aspects that facilitate the performance or communication of these services. Based on researching employees and customers, we advise gaming companies of the changes in servicescape needed to boost organizational effectiveness. We also help ensure alignment of a casino's servicescape and its positioning strategy.

Training: GamePlan Consultants are firm believers in the value of creating a learning organization. According to Peter Senge, learning organizations are, “organizations where people continually expand their capacity to create the results they truly desire, where new and expansive patterns of thinking are nurtured, where collective aspiration is set free, and where people are continually learning to see the whole together.”

We provide a full complement of learning concepts and instruments to increase individual productivity, enhance team performance, and create engaged employees. Our knowledge-enhancing offerings include gaming-specific modules relating to the Myers-Briggs™ typology, the Enneagram, marketing concepts, relationship building tools, and customer service techniques. We also offer distance education to middle and senior management on issues concerning casino marketing.

Attitude: Individual employee motivation is the key to providing the right customer experience. In this context, we conduct employee focus groups and surveys to provide management with insights on the level of compatibility between employee needs and the value the organization offers to its employees. A “wow” customer experience can only be achieved when the organization fully engages its employees or internal customers through the right incentives.

Skills: In gaming organizations, each interaction an employee has with a customer constitutes the “moment of truth” that has a profound impact on customer loyalty. Very often, employees are not well equipped to deliver the desired customer experience. Customer service skills and customer rapport-building skills are generally below the desired levels. Employees at all levels—when trained in basic marketing concepts, cross-cultural communication, and service delivery skills—tend to form meaningful relationships with their customers. This results in a climate conducive to service delivery.

Customer: At the level of the customer, GamePlan Consultants enable a firm to have a richer understanding of its customers. Our solid understanding of gaming, in combination with our expertise in using market research and sophisticated statistical techniques, ensures that casino management receives the right consumer insights on issues such as customer satisfaction and customer loyalty in a timely manner. Through rigorous research, we advise you on the right promotions, right advertising, and the right experience to offer to your customers.

Our Key People

Sudhir Kalé, Ph.D., is a world renowned authority in the marketing aspects of gaming. He has published over fifty articles on issues related to the marketing and management of casinos. Sudhir has frequently been invited to speak at top gaming conferences and programs such as the Global Gaming Expo (G2E), the University of Nevada (Reno) EDP for Senior Gaming Executives, and the Gaming Executive Summit. (Australia). Sudhir’s views on gaming have often been sought and quoted by media the world over.

Mark Spence, Ph.D., is a senior GamePlan Associate and Associate Professor of Marketing at Bond University. Mark has published in top scholarly journals in marketing. He has consulted with companies spanning a broad spectrum—NGOs, high-tech, finance, and market research—to name a few. Mark is adept at using various market research and data analysis techniques to provide executives with crucial industry and customer insights.

Sangita Dé has been the corporate HRD manager of Wipro, one of the largest IT companies in the world. She is a certified trainer in areas such as the Myers-Briggs Type Indicator (MBTI™) and Neurolinguistic Programming (NLP). Her areas of expertise include organization diagnosis and development, competency modeling, conducting behavioral training programs in the areas of communication and leadership, teaming interventions for senior and top management, facilitating strategy, visioning, and value clarification exercises, and leading quality initiatives such as ISO, PCMM, and Six Sigma. Sangita brings a holistic perspective to training activities.

If you want to stay ahead of the game, don’t go it alone. Let GamePlan Consultants be your partners in success!

Contact:

Sudhir Kalé
Principal, GamePlan Consultants
11, Gilgandra Close
Reedy Creek, Q 4227 – Australia
Tel: +61 7 55220467
skale@gameplanconsultants.com
<http://www.gameplanconsultants.com>