OPTX

Top Contacts Case Study

Transform your Host Productivity and improve the guest experience

Player Development

At a glance

The case study revolves around OPTX Daily Top Contacts, a model designed for casino hosts to efficiently identify and engage with the most crucial players daily. Using machine learning algorithms, the model categorizes these players into three segments, allowing host teams to customize communication strategies.

Results

Over the initial five months of implementing OPTX Daily Top Contacts into casino operations, a comprehensive analysis of the model's impact has been conducted.

1,965
Players Successfully Contacted

$490,898
Incremental Theo Revenue generated

> *Our team has witnessed a significant positive shift in time management, and revenue generation by using OPTX Top Contacts. It's not just a tool; it's a game-changer for player development, and the results speak for themselves.*

Judd VanMelle
Director of Player Development
Gun Lake Casino

CHALLENGE

Player Development teams face the challenge of maintaining communication and cultivating relationships with their key players, yet identifying these crucial players can be unclear. As a consequence, hosts tend to engage only with familiar players, resulting in the daily overlooking of potential revenue opportunities from the most vulnerable players in the database.

SOLUTION

OPTX Daily Top Contacts delivers a daily list task of hosted and unhosted players, identified by machine learning algorithms as the most significant contact prospects for the day. We categorize these opportunities into three groups, empowering host teams to customize their communication strategies for each player segment.

High Churn Risk **Missing Player** **Declining Activity**

BENEFITS

1 **Efficient Resource Allocation:**

The daily list provided by OPTX Daily Top Contacts allows casino hosts to prioritize their efforts on the most impactful players for the day. This targeted approach ensures that host teams allocate their time and resources more efficiently, focusing on the individuals identified as the most significant contact prospects through machine learning algorithms.

2 **Maximized Revenue Opportunities**

By categorizing contact opportunities into three groups, the model enables host teams to tailor their communication strategies based on the specific behaviors of the player segment. This customization enhances the likelihood of engagement and incremental Theo revenue.

3 **Improved Host Accountability and Business Alignment:**

OPTX Daily Top Contacts establishes a clear framework for host accountability by offering a data-driven selection of the most significant contact opportunities. This not only streamlines host workflows but also ensures that their efforts align with the best interests of the business.