GameChanger™

Unlock the True Value of Your Casino Guests

GameChanger, a cloud-based Open Pricing application, enables gaming companies to better understand total customer value and shape reinvestment and marketing decisions to attract and retain their most profitable guests.

duetto

Leave Nothing to Chance

DATA-DRIVEN PRICING DECISIONS

Never close off business from any channel – no blackout dates – and dynamically yield room types, discounts and amenities

INTELLIGENT REINVESTMENT

Adjust reinvestment levels by customer tier and begin a personalized pricing program leveraging total patron worth

CAPTURE THE MOST REVENUE

On high-demand days, have better insight into who should be in your casino and avoid selling out too soon
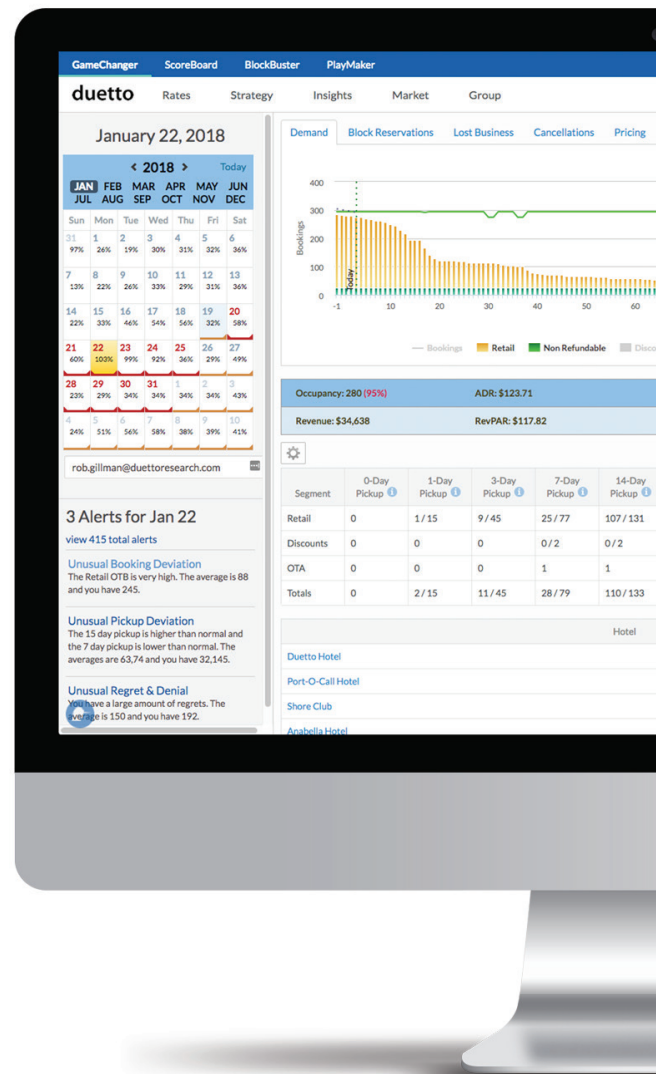
QUOTE RATES ON THE FLY

Allow your call center, front desk and hosts to search for player information with the push of a button and empower them to immediately offer the right rate

PIVOT FASTER

Traditional direct-mail marketing can take two to three months to bear fruit, but real-time rates allow guests to call for their offer any time and show up to play just a few hours later

MORE FEATURES:

- SMARTER PRICING FOR GREATER PROFIT
- ELIMINATE BLACKOUT DATES
- BIG DATA, BETTER FORECASTING

- LOGIN FROM ANYWHERE
- LEVERAGE DUETTO'S EXPERIENCE
- PORTFOLIO MANAGEMENT
- CUSTOMIZED ALERTS AND RULES

Casino Revenue Strategy, Powered by Open Pricing

Open Pricing
| Ä'ō-pən prīs-iŋ
noun
1. the ability to price all room types, distribution channels, customer segments and stay dates independently of each other to maximize revenue without closing any opportunity for a booking.

The Duetto Difference

GameChanger draws on Duetto's competitive advantages and differentiated approach, including:

Open Pricing
Rather than static rates on anything from hotel rooms to cabanas, dynamically yield all of your amenities independently based on supply and demand.

Customer Success
Duetto's Customer Success Managers guide you from onboarding to ongoing profitability. Rather than set it and forget it, we stay with you to continually optimize your Revenue Strategy.

Multi-Tenant Architecture
GameChanger was built from the beginning for the cloud, giving users significant advantages in speed and efficiency. It allows all departments to leverage valuable insights and embrace the kind of organization-wide collaboration necessary for achieving a more modern Revenue Strategy.

Lost-Business Data
GameChanger makes web shopping regrets and denials from your booking engine actionable. See how many people actually "looked" versus "booked," and which rates meaningfully affected booking conversion.

Unlocking the Entire Revenue Strategy Platform

Duetto is hospitality's only Revenue Strategy Platform. Our cloud applications address the industry's increasing complexity in distribution and technology, providing powerful solutions that increase direct traffic, conversion, loyalty and revenue.

GameChanger continues to help hotels and casinos maximize their profitability by deploying Open Pricing and improving business-mix and distribution decisions. But the app can achieve even more Revenue Strategy breakthroughs in combination with other Duetto applications and solutions.

GameChanger + ScoreBoard

Combine GameChanger with Duetto's intelligent-reporting app to enhance your forecasting capabilities and deliver actionable insights to all your company's key decision makers in real time. Spend minutes, not days, building forecasts, budgets and data visualizations.

GameChanger + PlayMaker

Let personalization drive your reward and loyalty programs by pairing GameChanger with the casino industry's premiere personalization app. Quote customized rates for your reward members, and tailor room type sort orders, packages and offers as guests shop your direct channels.

GameChanger + BlockBuster

Break the long-time industry practice of casino blocks (dedicating separate set amounts for the hotel and the casino to sell) by dynamically yielding these segments, and others, independently. Unify your casino and hotel sales and marketing teams to drive more revenue.

GameChanger + Strategic Consulting

Who better to optimize your Revenue Strategy solution than the people who built it? Duetto's Strategic Consulting team has decades of experience in casino revenue management. Allow Duetto to manage everything from optimal pricing to real-time reporting and reinvestment strategies, and together we will maximize your casino's hotel revenue.

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