



# **Reopening Strategy Series**

Guidance for Ramping Up  
Operations

**April 2020**



## Message from Our CEO

*Our world, our country, and our industry face challenges we have never seen before. We are all in this together and, more than ever, need to rely on our partnerships to get us through.*

*At Viz, we are offering support through our services and tools. We will be sharing a series of best practices, articles, and analyses that cover many topics raised by our customers.*

*As always please feel free to reach out directly for any reason.*

Sincerely,  
David Patent





## Viz Learning Series

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As we start planning to ramp up operations, there are still many more questions than answers. Our upcoming series of communications is meant to be a thought-provoking guide of possible strategic initiatives and how to use data more effectively in your re-opening strategy and decision making.

There will be several follow up articles and best practice sessions that will dive into more detail on specific topics but the two main points of focus will be:

- ***What Social Distancing practices and other operational changes do we need to make so that our customers feel safe?***
- ***What are the key Operational and Marketing initiatives should we prioritize as we re-open our casinos?***





## Social Distancing

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Social Distancing and overarching public safety will drive nearly every decision you make for the near term. As we have seen with Macau casinos and other industries, we will almost certainly be required to implement social distancing for customers.

Here is what we know – we will have to run our businesses with the primary emphasis being safety – for guests AND employees. Social distancing will be key and these are some likely requirements:

- Shutting down every other slot machine
- 3 customers max per table
- Taking customers temperature with thermal scanners upon entry
- More regular cleaning of machines and chips
- Available disinfectant wipes and cleaners for customers to use
- Maximum number of patrons allowed on property at a time

We do not know what Social Distancing initiatives we will be required to implement or how customers will react to being back in public settings, but we can begin to work through some possible scenarios now. Questions we have heard most often from our customers around Social Distancing:

- How do we determine what games to open and why?
- How can our Host team more effectively communicate with our customers and the rest of our Marketing Team?
- Should we be doing gift giveaways and what players should be invited?
- How do we ensure our customers feel safe?
- How do we effectively balance the slot layout to meet distancing guidelines and drive the most revenue?
- Should we add ETG's to replace traditional table games?





## Social Distancing -- Viz Best Practices and Analysis

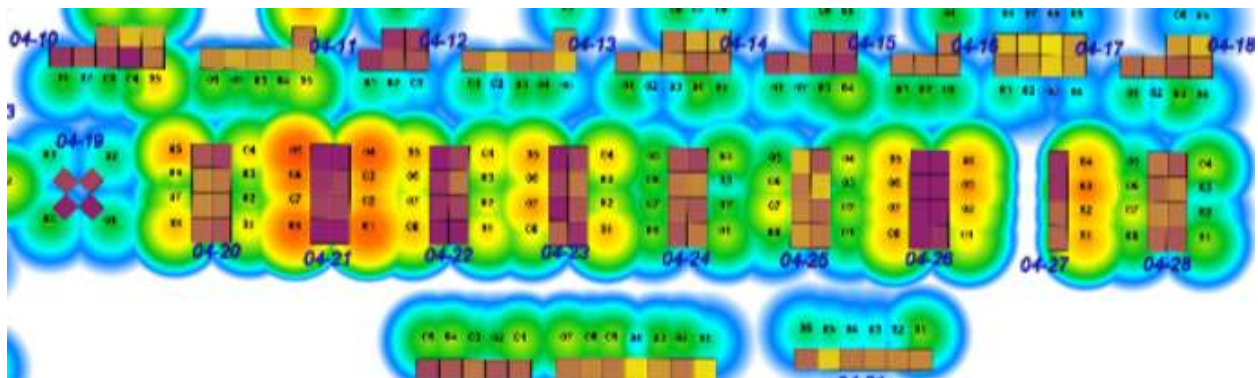
Over the next several weeks the VizExplorer team will be releasing a series of best practice documents, analysis recommendations, and video conference sessions related specifically to Social Distancing to help you perform some of these analyses and tackle some important topics. Upcoming Best Practices will be:

### ***Day Parting Marketing Offers***

With limited capacity, how do we ensure that we invite the right guests at the right time to ensure both safety and a strong financial return on our Marketing dollars?

### ***Low Preference Themes Your Floor Can Do Without (for now)***

If we are required to shut down every other slot machine or a certain % of machines, then we can take this time to use data to drive the decisions of which games make the list. Naturally, we know the top performers will be front of mind. However, looking beyond traditional win metrics will provide a more strategic approach to refining the available game mix for re-opening. Through this analysis, we will dive deeper into player preference, demand (occupancy) and price (theo win per hour) to help maximize profitability.



How do we determine what games to leave in operation when just looking at traditional win metrics?





## Casino Re-Opening

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No one knows exactly how or when operations will be allowed to open back up or how customers are going to respond as we open our doors. The best we can do is plan for multiple scenarios and ramp up timelines. But we do know that it will not be business as usual. Leveraging data to make decisions will become more important than ever. Questions we have heard from our customers most often include:

- How can our Host team more effectively communicate with and engage our VIP customers?
- Should we be sending marketing offers and who should we be sending them to?
- How should we evaluate players and how should we look at things like tier, ADT, and points?
- How do you make players comfortable with cleanliness of the casino? How do they feel safe?

## Casino Re-Opening- Viz Best Practices and Analyses

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Over the next several weeks the VizExplorer team will be releasing a series of best practice documents, analysis recommendations, and video conference sessions specifically related to plans for casino re-openings. Upcoming Best Practice topics will be:

### ***Preserving Loyalty and Re-Engaging your VIP's***

Loyalty is the first word that should come to mind as we prepare to re-open our doors. The ability to identify strategic opportunities to re-engage with your best players and preserve player loyalty will be key.

### ***Marketing Execution Recommendations***

What should we do with our players tier status, points, and how should we be evaluating our players as we re-open our casino.

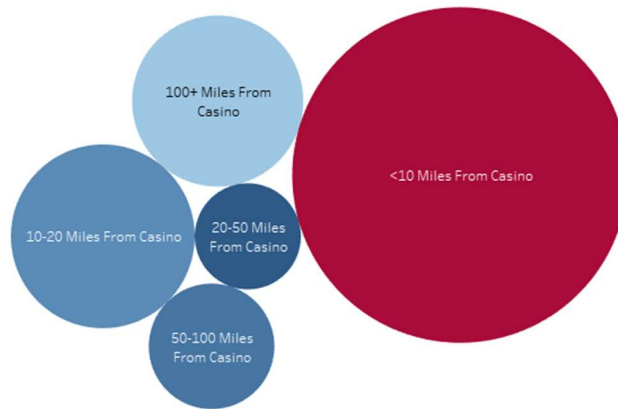
### ***Where to Focus Marketing Spend***

With likely limited budget and limited floor space open where should we focus our marketing spend to drive the most profitability? We will discuss what offer types may be most successful and who to target with these offers.





*Sized By Customer Count  
Colored by Total Revenue*



How do we determine what players and segments to target while re-opening? The answers may surprise you.

## Request For Topics

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As we cover topics of interest over the next several weeks please to reach out to your CSM and set up times to discuss the topics in more detail with our teams.

We also request you share any topics that you feel you would like to see an article published on in the future.

