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HARRAH'S ENTERTAINMENT, INC REWARDING PEOPLE





Introduction

One of the largest casino and hotel operators in the United States, Harrah's Entertainment, Inc. set up an outstanding example of how the rewards concept may help to succeed. This case looks at how the company, Harrah's incorporated customer's data as well as new developed loyalty programs that boosted customer satisfaction while increasing profitability despite facing intense competition within the gaming and hospitality business.

Innovative Loyalty

The crux of success at Harrah's is probably its Total Rewards program, which changed the face of commitment from the side of the customer. Contrary to most competitors that fully concentrated in offering luxurious amenities as the key selling point, Harrah's used its customer information base to individualize.



Data-Driven

As a marketing strategy, Harrah's used statistical analysis to analyze customer behaviour and tastes. In this way, through the analysis of the information gathered, the company was able to implement proper division of the client base with special focus to high and frequent turnover players.



Conclusion

Rewarding programmes as depicted by Harrah's Entertainment, Inc. are good examples of how business objectives can be used as well as supported customer and employee needs. Using data and offering individualized attention, the company became at the vanguard of customer loyalty program not only in the realm of casino and hospitality.





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