



## Daily Action Plan

# Daily Action Plan

### Player Development Executives and Casino Hosts can easily:

- Monitor premium players
- Identify active and inactive guests
- Create strategies to drive trips and increase play
- Focus on players with High Potential
- See how they are pacing for goal achievement

### Each casino host receives a customized Daily Action Plan each and every day!

Each and every day, the casino host knows exactly where they stand against their goals!

Summary of Pace for Host						
Period	Host	Pace	Business Objective	PC of Goal	PC of Period	
2013-07-01	KELLY	Behind ▼	Host must grow Theo over previous quarter	57% ▼	60%	
2013-07-01	KELLY	Behind ▼	Percentage of new players must qualify (ADT 200+ or 2nd trip)	45% ▼	60%	
2013-07-01	KELLY	Ahead ▲	Host must sign up new players each quarter	70% ▲	60%	
2013-07-01	KELLY	Ahead ▲	Host must reactivate and qualify inactive players (ADT 200+)	80% ▲	60%	
2013-07-01	KELLY	Ahead ▲	Host will control expenses as % of Theo	13% ▲	60%	

In the context of their results, Hosts can **quickly place relevant phone calls** to congratulate the winners, commiserate with the losers, celebrate with the birthday players, and invite back valuable players who have not been on property.

Active Players who have Exceeded Goal									
These are <b>Active</b> players whose results have improved enough over last quarter. These would be good players to get back on property.									
Account	Name	Phone	Last Trip	Days Since Played	QTD Actual	QTD Theo	Days Played	QTD Expense	
2428497	JESSICA MATRO	(713) 481-1073	Wed, Sep 18, 2013	83	731.83	336	10	\$81.89	
2428530	CHARLOTTE STAUTZ	(713) 851-6145	Mon, Sep 23, 2013	78	317.86	215	7	\$154.02	
2428533	CLAUDIU SINCLAIR	(713) 869-2736	Sun, Sep 29, 2013	72	296.34	211	6	\$34.83	
2428534	CHASE STARR	(713) 297-2614	Thu, Sep 26, 2013	75	655.52	291	8	\$25.81	
2428536	BRITTANY THOMAS	(713) 644-0278	Thu, Sep 12, 2013	89	459.06	267	6	\$37.65	

Rather than wasting time, hunting and pecking through disparate computer programs to find the information they need, **the host uses their daily action plan as a roadmap** on which players to contact today. Harvest Trends tells the host which coded players need to be contacted because they are ahead or behind their relevant goals in terms of play, trips and expenses. **The host has a context for each call!**



## Management can quickly:

- See whether guests are appropriately coded amongst hosts
- Identify valuable guests who are not coded but should be
- Set and manage host goals for Acquisition, Retention and Re-Activation
- Pinpoint potential issues and proactively address them before they become problems
- View frequency, recency and profitability by host, market, gender, and other metrics

"This is a very exciting time for me, I enjoy going to work every day and looking at my daily action plan to see what is happening with my players and hosts."

**Curtis Patnode**  
Player Development Manager, Clearwater Casino Resort

## Case Study

Clearwater Casino Resort have implemented a rolling 90 day acquisition program with great success. On a daily basis, the Player Development Manager allocates high potential guests to individual hosts. The host has 90 days to qualify the player. Because the manager is alerted to the status of a player who is not pacing sufficiently, they can coach the host, or reassign the player if needed to assure success in activating the player before they are lost.

### Status of New Players

These are your **New** players. You can see how many days you have left in which to qualify them.

Account	Name	Phone	Status	Days Played	Theo	ADT	Last Trip	Days Left	Coded	End Coding
2228381	MATHEW HALCOMB	(713) 809-0770	Need more Trips	2	500	250.00	09/28/13	71	09/09/13	12/07/13
2228385	RICARDO DEWALT	(716) 514 6788	Need more Theo	5	580	116.00	09/29/13	43	08/12/13	11/09/13
2428380	SAMUEL CLARK	(713) 480-2887	Need more Theo	7	714	102.00	09/24/13	38	08/07/13	11/04/13
2428391	ROBERT DAVIS	(516) 627 2716	Need more Theo	10	1,250	125.00	09/28/13	13	07/13/13	10/10/13
2428684	DAVID RUSK	(713) 649-2226	Need Theo and Trips	1	185	185.00	09/01/13	0	06/05/10	09/02/10

## Rapid Implementation

- No capital outlay for hardware or software. Compatible with all source systems
- A fixed monthly expense. No hidden costs. Includes support and web-based training

## Getting Started

Contact Amy Hudson at 304.218.1265 or at [ahudson@harvesttrends.com](mailto:ahudson@harvesttrends.com) for a demo.

## About Harvest Trends

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