

ROBOYO NEXT  
LEVEL  
NOW

# TRANSFORMING THE CASINO AND GAMBLING INDUSTRY WITH RPA AND INTELLIGENT AUTOMATION

LEADERS IN THE COMMERCIAL CASINO INDUSTRY ARE USING ROBOTIC PROCESS AUTOMATION (RPA) AND INTELLIGENT AUTOMATION TO INNOVATE AND CAPTURE TRUE COMPETITIVE ADVANTAGES OVER THEIR COMPETITION.



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Where and how customers access gambling is evolving at a record pace. The casino and gambling industry must adapt to the rapid rate of change in consumer behavior brought on by new entertainment offerings arising and competing for the attention of gamblers around the world.

RPA and intelligent automation will help casinos and gambling firms meet these challenges and leverage their vast customer datasets and creative talents to innovate new products and services. Creating and maintaining better relationships with customers old and new while maintaining compliance with responsible gaming regulations has never been more important and intelligent automation holds the key to doing so at scale and at speed.

**By 2025, 75% of companies will “break up” with poor-fit customers as the cost of retaining them eclipses good-fit customer acquisition costs.**

-Gartner, Top 10 strategic trends for 2022 and beyond.

# HOW SOFTWARE ROBOTS CAN ENHANCE CASINOS' SUCCESS

INTELLIGENT AUTOMATION AND RPA GIVE CASINOS AND GAMBLING COMPANIES THE TOOLS AND INSIGHTS THEY NEED TO GAIN THE EDGE OVER THEIR COMPETITORS.

# MAXIMIZING THE CASINO EXPERIENCE

Ongoing advancements in intelligent automation technology are opening up new growth opportunities for casinos that are agile enough to seize them.

RPA and intelligent automation help casinos monitor their operations with new levels of data driven insights and provide superior support to customers.

Casinos are busy places. Customers are moving in and out of gaming areas, attending events, and enjoying dining out. Monitoring these activities creates enormous amounts of unstructured data. Trying to derive insights from all this data manually has traditionally been difficult, and time consuming but intelligent automation technology is here to help.

Data and process mining using intelligent automation technologies such as Machine Learning (ML) and Artificial Intelligence (AI) turns hours of video footage and other unstructured data into structured data that provides true business value, fast.

Automated customer flow analysis can create real time heatmaps of where the action is at any given moment and provide critical continuous monitoring of staff and customer actions. Casinos can use these insights to boost anti-fraud efforts and inform crucial business decisions such as where to place new attractions or when to retire legacy activities that are no longer providing enough ROI.

Automating accommodation services, concierge, and loyalty program customizations and rewards processes provide enormous opportunities to make individual casino offerings stand out from the crowd. Combining intelligent automation with Internet of Things (IoT) technology gives customers the ability to automatically adjust private room settings such as temperature and electronics preferences, boosting the enjoyment of their stay.

**RPA can provide zero error processing of check in and check out activities, reservations, event ticket purchases, gaming details, and other rule based, routine business processes.**

**This flawless response to customer queries helps create seamless transitions from one activity to the next, helping immerse customers in their casino experience.**

# INTELLIGENT AUTOMATION IS ENHANCING THE GAMBLING EXPERIENCE

Today, there are challenges all casinos and gambling companies face. Organizations that invest in intelligent automation technologies will overcome them faster than their competition.

## Common challenges:

- > Unstructured data sources from various legacy systems
- > Detecting and mitigating suspicious behaviors by customers and employees
- > Facing strong competition by other forms of entertainment (i.e., online gaming and gambling)
- > Retaining customers and increasing business agility

## How RPA and intelligent automation help:

- > Understand the customer's spending preferences
- > Quality test new products and services
- > Detect potential fraud among customers and employees
- > Enhance anti-money laundering capabilities
- > Optimize processes to comply with regulations without errors
- > Maximize profits



# AUTOMATION USE CASES IN THE CASINO INDUSTRY

## Robots are ready to play

Casinos have started to automate highly manual and repetitive processes.

High-volume / low variability, rules-based business processes that use common data types and formats are excellent candidates for automation. Common processes that lenders are automating include:

Know Your Customer (KYC)	Responsible gambling	Anti-money Laundering (AML)
Account security	Customer verification	Assess credit risk of patrons and suppliers
Customer compliance operations	Fraud detection	Optimize equipment placement of the floor

# A NEW ERA FOR CASINOS

LEVERAGING THE POWER OF RPA AND  
INTELLIGENT AUTOMATION TO GENERATE TRUE  
BUSINESS VALUE AND UNLEASH GROWTH.

# DIGITALLY TRANSFORMING CASINOS

Mobile applications, online gambling sites and interactive digital tabletops are bringing new challenges and opportunities as the digital transformation of the gambling industry accelerates.

Digital gambling options have increased the number of gamblers and the competition for their business is heating up. Casinos that want their offerings to stand out need to invest in RPA and other technologies to eliminate as much mundane, repetitive work as possible so that their employees can focus on new gambling innovations.

Each transaction players make on mobile apps, gambling sites or digital tabletops creates a data point. Funneling that data through ML and AI processing creates big data opportunities for gambling companies to test market new entertainment options and new formats. Natural Language Processing (NLP) and AI integrated chatbots allows gambling platforms to quickly respond to player queries 24/7 and the use of RPA can ensure rapid and accurate transfer of player profile data from game to game.

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As more customers focus on digital options, casinos that best position themselves to attract customers to their specific offerings will pull ahead of the competition.

Scaling up the automation of company processes in the front office and back office through rapid identification of the key business processes that will deliver the fastest automation ROI is a strategic imperative. The 100% accuracy and speed of RPA data transcription and the business insights intelligent automation provides are growth game changers.

Everything a gambler does creates data. Gambling companies that best position themselves to accurately capture and analyze that data will create true competitive advantages for themselves as they optimize business processes and move towards hyperautomation.

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**90%** OF LARGE ORGANIZATIONS GLOBALLY

will have adopted RPA in some form by 2022 as they look to digitally empower critical business processes through resilience and scalability, while recalibrating human labor and manual effort.

-Gartner



## SOFTWARE ROBOTS AT WORK IN THE CASINO INDUSTRY

**"75 PERCENT OF CUSTOMERS FIND SELF-SERVICE OPTIONS TO BE CONVENIENT, AND 67 PERCENT WOULD RATHER SERVE THEMSELVES THAN SPEAK TO A COMPANY REPRESENTATIVE."**

**-INSIGHT.TECH, IOT INNOVATIONS**

*RPA and intelligent automation enable casino customers to do more themselves, increasing customer satisfaction.*

The demand for sophisticated digital self-service options is growing as immersive retail and hospitality experiences grow in popularity. Casinos can utilize data automatically collected from payment terminals, cameras, and digital infrastructure to capture critical consumer movement patterns.

As that data grows in volume, AI analytics can be applied to inform business decisions in near real time. Automating the processing of biometric data can smooth customer access to specific venues, events and self-service options while creating an error-free audit trail.

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Software robots complete repetitive, rules-based processes such as invoice review up to

**800%** faster than manual processing.

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*Automating manual rules-based processes allows casino staff to concentrate on higher-value work and frees up time for strategic initiatives based on market innovation.*

Investing in process automation empowers casino staff at all levels, from supply chain management to the back office and the casino floor. Invoice processing, bill checking, and many other financial processes can be enhanced with RPA and intelligent automation technologies such as Intelligent Document Processing (IDP).

These repetitive, rules-based processes can be managed by unattended robots, who run and respond to business process demands and requests 24/7 with excellent accuracy and minimal human interaction.

## KNOW YOUR CUSTOMER (KYC) AND ANTI MONEY LAUNDERING (AML) COMPLIANCE

As responsible gaming regulations continue to strengthen and be adopted across multiple jurisdictions, casinos and gambling firms will need the power of AI assisted data analysis to make informed business decisions about customer retention and rejection choices.

Processing these checks manually creates time inefficiencies and delays for customers who out of frustration may create additional processing needs if they attempt to contact the casino about their approval. Casinos and gambling organizations must prioritize rapid zero error processing of these requests to ensure 100% compliance with strict regulations and swift access to their betting and gambling opportunities.

## INTELLIGENT AUTOMATION IS THE ANSWER

RPA and intelligent automation technology drive greater processing efficiency and speed where casinos need it.

ERROR-FREE  
PROCESSING



24/7 CUSTOMER  
SERVICE OPTIONS



REDUCED COSTS AND  
IMPROVED EFFICIENCY



POKER

SIC BO

ROULETTE

BLACK JACK

AUTOMATEN

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# DIGITAL FOR A NEW KIND OF CASINO

ENSURE RESPONSIBLE AND FUN  
GAMBLING FOR ALL WITH RPA AND  
INTELLIGENT AUTOMATION

# TAKING DIGITAL GAMBLING TO THE NEXT LEVEL

The number of gambling apps and websites has exponentially increased over the last decade and casinos that want to thrive and grow must embrace digital change and responsible gambling procedures.

## **CASINOS MUST LEVERAGE RPA AND INTELLIGENT AUTOMATION TO QUICKLY ELIMINATE CUSTOMERS THAT SELF-EXCLUDE OR SHOW SIGNS OF DELIVERING A LOW LIFETIME VALUE WHILE CAPTURING THE INTEREST OF HIGH LIFETIME VALUE CUSTOMERS.**

RPA can be used to automate the scanning of national, regional or casino specific self-exclusion databases that allow customers to use their player profiles to set deposit limits, take temporary time-outs or set up irreversible self-exclusion. Players can be automatically monitored in real-time for problem gambling behaviors like loss chasing.

Pre-set rules-based triggers can automatically send warning notices to specific players who show erratic gambling behaviors or sources of fund (SoF) violations such as spending more money on gambling than they are depositing. Gamblers can play with the confidence that if they start to drift into bad choices there is a safety net.

Intelligent automation enables the rapid and accurate transfer of player profile information from game to game and integration of that information with loyalty programs, helping casinos create an omnichannel gambling experience for customers.

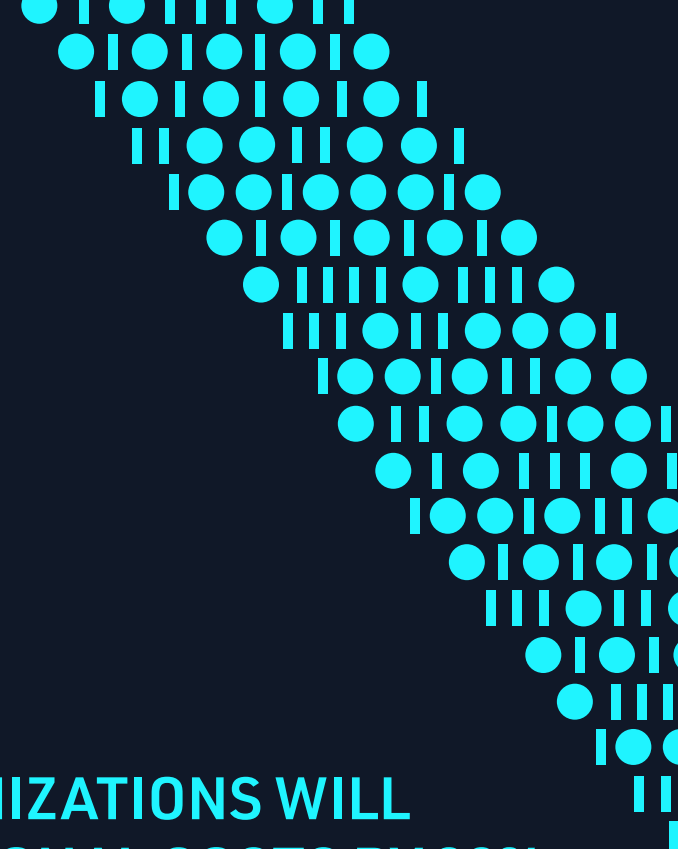
This integration of data helps casinos retain valuable customers with unique automated personalized offers and gives casinos easy marketing access to players for promotions that can draw players interests to new digital gambling options or physical location promotions.

## HYPERAUTOMATING THE CASINO ENTERPRISE

RPA and intelligent automation technologies such as AI, ML, IDP, NLP, and Conversational AI will provide powerful benefits to casinos that invest in them. RPA forms the foundation for true end-to-end enterprise process automation and the use of intelligent automation technology. By taking a disciplined approach to rapidly identify, vet, and automate as many business processes as possible, casinos can gain true structural competitive advantages over their competitors.

AI analysis of casino data can aid gambling companies in strategic growth decision making and increase tactical business agility. IoT automation integration with smart clocks and mobile apps will enhance casino workforce management. IDP reduces documentation errors while accelerating documentation processes. NLP and Conversational AI chatbots increase customer satisfaction and retention.

Automation platform tools, such as [Roboyo Converge](#), put casinos in the cockpit, giving them detailed automation management information in one place. Making it easier than ever for casinos to kickstart the use of intelligent automation and RPA technology to redesign and optimize their business processes.



**"BY 2024, ORGANIZATIONS WILL LOWER OPERATIONAL COSTS BY 30% BY COMBINING HYPERAUTOMATION TECHNOLOGIES WITH REDESIGNED OPERATIONAL PROCESSES."**

- GARTNER

# CASE STUDY: A SECOND CHANCE FOR RPA

A leading UK betting and gambling company, with an annual revenue of over £1.5 billion, contacted Roboyo to give automation another chance after a failed first attempt to deploy robots with a sub-par RPA solution.

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## CHALLENGE:

- Automate the e-wallet balance reporting process. This process reconciles data from 32 separate payment platforms into the company's system. A highly manual process that took an employee around two hours to complete.
- Reduce the manual work performed by up to eight staff members needed to comply with KYC (Know Your Customer) regulations. The company ran its customer verification process from its remote shared services center. This process established new accounts as quickly as possible.
- The customer verification process was complex and consisted of seven steps, with a wide variety of variables and outcomes that were possible at each step.

## SOLUTION:

- Two processes were initially selected for the RPA pilot: E-wallet balance reporting and customer verification processes.
- The RPA solution selected allowed the company to have a scalable approach, this was more attractive and affordable.

## OUTCOME:

With the correct RPA solution, the e-wallet balance reporting process became 100% accurate, 88% faster, and freed over 520 hours of manual labor each year.

Thanks to robots, the customer verification process now took just 49 seconds instead of the 5 or more minutes it took a staff member to do it.

**7,000** customer verifications processed in the first four weeks

**£25,000** saved per year

**5,500** hours returned annually

**88%** faster than humans



## CONCLUSION

Casino innovation through digital transformation is critical to deal with the changes roiling the modern gambling sector. As pressures mount to adapt to continuous disruptive change over the coming decade, casinos that focus on increasing their agility and resilience using RPA and intelligent automation will thrive. Casinos that invested in automation early are reaping oversized ROIs as their increased efficiencies have scaled along with their automations.

Gambling organizations implementing enterprise-wide education initiatives can easily tackle one of the most challenging parts of digital transformation for any company - culture.

Leaders in the casino industry are proving to their workforces the benefits of working alongside automation daily by applying change management practices such as training programs and showcasing quick automation wins. These companies are helping their employees scale up and enjoy the benefits of intelligent automation and RPA at scale and at speed.



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## **CONTACT US**

To talk through how we can help you get the most from intelligent automation, contact us to book a meeting:

**[ROBOYO.GLOBAL/MEETING](https://www.roboyo.com/global/meeting)**