

BASEPage is Beautiful for Montecasino



Location
South Africa
Local Implementation Partner
Quentin Daffarn
Message Systems

Montecasino in Johannesburg, South Africa is one of that country's most prestigious entertainment complexes. Its elegant Tuscan architecture houses more than 1700 slot machines and 70 gaming tables, a five star hotel, conference and event facilities, several dining areas, a theatre, a cinema and more. Little wonder then, with all that goes on in this world-class casino, that a world-class messaging system is required.

Last time we saw Montecasino [Commtalk Quarter 3, 2005], this 'world-class messaging system' was a trial of the BASEPage Gaming Interface on exclusive areas of the gaming floor. Montecasino used BASEPage to integrate seamlessly with their IGT gaming platform - allowing notification to staff of every event on every slot machine across the floor.

With the trial a complete success, Montecasino now uses BASEPage throughout the premises to monitor slot machines and customer service requests. The system maximises both the profit for each machine and the level of service every customer receives - helping to uphold the casino's motto of "Life is Beautiful".

The reporting added since implementation is what has truly helped Montecasino reap the "beautiful" rewards of BASEPage. The statistical data provided on-screen displays every call type generated, each staff member assigned to each call and how long it took to get a response. In this way, slots manager Annemie Turk can get a clear look at the performance of each staff member for each call type to which they are assigned.

The analysis provided by BASEPage allows Montecasino to motivate staff to continually improve. By offering rewards for consistently fast responses to customer requests, Montecasino can ensure their all-important customer base always receives the very best service possible, as quickly as possible.

As well as staff responses, Montecasino can analyse data to see which areas of the floor need extra staff. Should any part of the casino experience an overload of calls, a few clicks in BASEPage will reassign staff to pick up the slack. The employee in question is automatically notified; both when the reassignment begins and when it ends.

With the power and flexibility of a dedicated BASEPage Gaming Interface, management and staff at Montecasino can uphold the company motto and protect their impressive reputation. With BASEPage on board, life at Montecasino really is beautiful.

