

# Waitlist, interactive player paging & LCD display

## The Problem



A never ending tirade of dead announcements

Third & final call for Jason M, seat on 2-5

On 2 lists, gave up and left 30mins ago.

Sarah, seat on 2-5

On vacation, now in the buffet with friends, would come back if she heard the page!

Tony B, seat on 2-5

In the sports book, waited over 2 hours but won't hear the announcement. He's not coming back here ever again.

Meanwhile your **Floor Manager** spent 30mins trying to open a new table without success!



## But wait! There must be a better way? Here's How it Works...

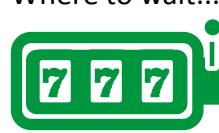
One platform combining; wait-list, paging, LCD display, data collection and marketing that leverages your guests mobile / cell phone as the pager...



A guest wishes to play cash poker, but all your tables are currently full



Shops?



Slots?



Drink at the Bar?



When a seat is available, the guest is notified via an interactive Robo Call

- 1 To Accept
- 2 To Decline
- 3 Give me 5 mins to get back



Staff enter their name, number and game choice

Automatic suggestions via SMS Whilst they wait...



Upsell your guests just before they play



The guest returns to the poker room and is seated

- Real time inventory management, matching players to seats without delay.
- Allow the guest to choose how to spend their waiting time, or give them a nudge!

- Push registrations onto the wait-list from other channels including your website, concierge etc.
- Our robots speak multiple languages allowing you to call guests in their preferred language.

## Is Second Guest right for your Poker Room?

The length of wait for a seat in a cash poker game is as unpredictable as the river card. There can be 2 people on the list and it takes 2 hours, or 10 people and it takes 15 minutes. Announcements are typically only made within the Poker Room and players are often asked to wait there when they could be set free to enjoy the rest of the resort, thereby driving incremental revenue, you can even give them a nudge to incentivise this! Or worse you may already have a solution which sends a single SMS to the player (one quiet beep), only to leave you holding an empty seat and second guessing if they will return, whilst the other players complain about the seat being empty. Sound familiar?

All that said, Second Guest doesn't offer Player Reward Tracking or provide Dealer Tracking. If you have a 30+ table Poker Room and consider such features to be essential then Second Guest isn't the right solution for you.

"Big Board" feature for display on LCD TV's



Display your Wait List in your Poker Room, or elsewhere in your resort.

Automatically updates in Real Time,  
Shows Players Paged and their Response Status

Fully configurable: Number of Rows, Message, Player Numbering, Total Waiting Count and Interest Lists

FEATURE	BENEFIT	IMPACT
Paging	Retrieve guests that you otherwise would have asked to come back later, only they never do.	✓ Fill seats without delay. ✓ Keep your wait list real, only open a new table when you know you have players.
Phone Call	The guest will hear the phone call notification even when they're in a noisy environment.	✓ No more missed pages. ✓ No more holding empty seats.
Interactive 2-way Paging	Real Time Visibility	✓ No second guessing if they're coming back, you know immediately. ✓ No delay in paging the next in the virtual line following a decline.
No App required	Works instantly on every guest's phone.	✓ No barriers to adoption for your guests at point of use. ✓ No delays or slow registration process at point of use. ✓ 26% of adults don't own a smart phone.
Expedited / Delayed Notifications	Guide your guests in with automated updates on their anticipated wait time versus quoted wait time.	✓ Guests arrive when you have a seat available, not before or after. ✓ Advise guests when you'll soon be opening a new table. ✓ Guests have a pleasurable waiting experience and are kept updated.
Workflow Engine driven Contextual Messaging	Make suggestions and Up-Sell right before they play – "Do you want fries with that?" Add your own brand and style to the messages.	✓ Increase Cross Sell ✓ Send your daily Promos. ✓ Repeat business prompted by "come back soon" offers in the event of a decline.
Stand Alone	Completely independent platform that runs in the cloud, no prerequisite software or third party systems required.	✓ Runs on any web-enabled device. ✓ Runs on Tablet Computers. ✓ No internal infrastructure costs. ✓ Software that's automatically updated.
Data	Players without a reward card are no longer anonymous.	✓ Subsequent marketing. ✓ Surveys. ✓ Insights that will inform your planning and optimisation of your offerings.
API's	Optional Integration and augmentation with your other systems should you require it.	✓ Push wait-list registrations onto your list directly from your website. ✓ Real-time data synchronisation with other systems.
Self Service Kiosk	Allow guests to Self Register on the Wait List	✓ Staff are free to perform other tasks. ✓ Guests don't need to queue to register.
Player Card store & look up	Optionally store player card numbers separate to your regulated systems	✓ Auto look-up of Player details from prior visit for instant Wait List registration.