



ANDREW KLEBANOW

The Marketing Systems Manager

Marketing and operations executives always have a need for information from their casino management system. Fortunately, designers of these systems predicted many of those needs and designed a series of reports that can be run by the system. Of course accessing those reports requires training and skills senior executives often do not have the time to learn. In addition, executives often have a need for information these reports cannot answer. Who then does the executive turn to in order to extract the information he/she needs to make an informed decision?

Every casino marketing department has a group of professionals that know how to perform certain operations within the casino management system. The bus manager knows how to set up groups, assign tracking codes and monitor the performance of each bus. The promotions/special events manager knows how to set up an event and track expenses, forecast revenue and prepare proformas. The database manager knows

how to pull mailing lists given a set of gaming criteria. Each member understands specific components of the casino management system. Few, if any, know how to operate all of the marketing modules within the player tracking system.

So who does the marketing director turn to when he/she desires a custom report? Often the call goes out to the information system (IS) department. The IS manager usually gets the call and promptly sends a technician to assist the marketing director in his/her moment of need. The technician knows how to boot up the casino management system if it should crash and is intimately familiar with how the system interfaces with other information systems in the casino. Operating the various marketing modules is another story. Regardless, the technician will take the time to listen to the executive's needs and then plant himself in front of the executive's computer and try to figure out how to extract the needed information. The executive is then relegated to another part of the office to cool his/her heels while the technician determines how to carry out the request.

Who Do You Call?

This scenario is played out fairly often in casinos throughout the world. In almost every casino there is no one person in the marketing department that knows how to use all of the marketing modules within the casino management system. This may not be an evident problem until the day comes when the promotions manager goes on vacation and there is no one to set up an event. The problem may arise when the database manager suddenly resigns in order to pursue a less stressful career outside of the gaming industry and there is no one left who can pull a list. Now the casino has a problem. Who does the marketing director call for help? What the casino needs is a marketing systems manager.

Most casinos are not willing to create a position of marketing systems manager and there are some very good reasons not to. While useful, it is probably not a full-time position. There is also a certain risk associated with training one person in the functionality of all the marketing modules in the casino management system. That person could take a job with a competitor, or worse, the system vendor. Recruiting a person from outside the casino with the necessary skills might be prohibitively expensive.

The Answer Lies Within

What then is a casino to do? Is there someone within the organization that might have the skills to do this job and can that person be tasked on a part-time basis? The answer is yes.

In every casino there exists a person or group of people with

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an intimate knowledge of the casino's player tracking system that can be easily trained on all facets of the system and is often called upon to train other individuals on the operation of the system. That person is most often one of the slot club supervisors.

Examine for a moment the people who make up the slot club supervisor staff. Each has risen from the ranks of slot club reps. They are intimately familiar with many aspects of the casino management system's player tracking module. They train others as a matter of daily routine. Each day they are working the system, running reports, making manual point and comp adjustments. They intuitively know what each function key does and can right-click their way through a variety of tasks.

Slot club supervisors are also some of the casino's most loyal employees, tending to have longevity in their positions. They toil for years at the front lines of the slot club performing what may be the single most miserable job in the casino. They aspire to a supervisory position yet cannot advance any further unless the slot club manager resigns or otherwise

leaves his or her position. Their opportunities for advancement are limited yet they still possess a desire to grow in their profession. What better people to consider for advancement to the role of marketing systems manager?

Once identified, the marketing systems manager can learn all of the marketing modules, attend periodic training sessions provided by the casino management system vendor and make recommendations on how to streamline the property's marketing practices. When not needed, the marketing systems manager returns to his/her supervisory role in the slot club.

In the end everyone benefits. The supervisor stays motivated, the marketing director has someone who knows all facets of the marketing system, and the casino has someone in the bullpen ready to fill in when someone on the marketing team suddenly leaves. ♣

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