

Minimizing operational costs and improving VIP hospitality services

Bally's Casino | Case Study



Summary

Apart from providing sophisticated amenities for its hotel residents and casino members, Bally's Casino offers VIP hospitality with its customer transport services. However, adopting the manual booking process posed some crucial challenges for the company.

Challenges

- Inability to monitor driver activities and keep accurate track of trip counts.
- Difficulty to process driver payments manually.
- Increasing operational costs due to inaccurate activity recording.
- Lack of proper channel to reduce drivers' idle time.

About the Company

Bally's Casino, based in Sri Lanka, is the largest entertainment space in the country. Started in 1995, the place functions 24/7 providing sophisticated VIP area, an elegant bar, a classy restaurant and live entertainment. The organization upgrades its products and services from time to time to satisfy their clients while retaining the exceptional quality, to be the leading player in the industry.

Industry: Entertainment

Company Size: Enterprise

Location: Sri Lanka



“VIP customer experience has always been our top priority. However, in the process of providing better transport services, Bally's was facing huge operational costs due to inaccurate reporting and lack of transparency. MoveX simplified our transport operations which made both us and our customers happy.”

Solutions

By analyzing their unique challenges, we proposed a unified platform for their daily transport operations.



Queuing-based
Dispatch System



Geofence-based
Booking



Real-time
Vehicle Tracking



Driver Rewards
System



Daily Bookings
Reports



Driver Payment
Management

First up, the platform allowed Bally's to tackle its biggest challenge by monitoring their driver-partners and keeping an accurate trip count. This way, they minimized fraudulent practices and unwanted expenses.

Next, by making it mandatory for the pickup or drop to be Bally's location, the company could ensure their transport services were used for only their elite customers. The queuing system also automated the dispatch process, thereby forwarding the customer requests to their available driver-partners.

Key Benefits

Improved transparency across trips
From daily reports to driver monitoring, there was no chance of misinformation.

Automated trip management
Simplified booking process using auto dispatch and vehicle monitoring.

Reduced driver idle time
The queuing system ensured better productivity and reduced driver idling.

Better customer experience
Ensured VIP-level transport services using customer booking mobile app.

Results

Bally's Casino saw an immediate improvement in its transport activities, with better planning and reduced costs being the highlight of their achievement.

10%

Reduction in operational costs

Zero

No room for inaccurate payment and frauds



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