



 Theatro

# IMPROVING THE GUEST EXPERIENCE WITH ON-PROPERTY EXPERTISE

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### Meet Guest Expectations or Risk Guest Attrition

Guests expect to have informed and knowledgeable employees available when they need but in reality, enterprises are challenged to meet these expectations with limited labor budgets that prohibits scheduling of experts during all open hours across all departments. Guests will get the attention of the first team member they see and have the expectation that they will resolve any issue they have. The inability to quickly answer a guest's question leads to a poor service experience and often times an unanswered question results in the guest to leaving to seek a better experience at a competitive casino.

### Knowledgeable & Attentive Team Members Are Key to Satisfied Guests

With Theatro's collaboration apps, employees have access to the collective knowledge of the entire store team where they can get the critical information they need while remaining engaged with the customer in aisle. Frontline employees gain access to other team members, experts, managers, and critical enterprise systems, through Theatro's voice controlled intelligent assistant and defined in-store communication groups. Theatro's collaboration platform eliminates communication and information barriers and makes essential knowledge accessible to every team member even on their very 1st day.

Theatro's mobile collaboration platform enables employees to provide best service without sacrificing productivity in addition to the following enterprise-wide advantages:

- **Improved customer service** as customer can get help without having to walk to find the "right" employee
- **Eliminate barriers to information** without the use of additional labor through connecting employees
- **Empower employees to do their jobs well** while growing the knowledge level of the team

Service is a core competitive differentiator and enterprises that provide best service through value added interaction with knowledgeable employee interactions will gain the competitive advantage needed to win in today's highly competitive market.

Traditionally walkie talkies have been the "go to" technology for hospitality teams but in today's fast paced and ever evolving environment their capabilities are falling short with crowded radio channels and lost communication, not to mention they lack the ability to connect teams with the enterprise and critical back office systems. Handheld devices fill in some of the technological gaps not addressed by walkie talkies but continue to be cost prohibitive for every team member to have a device, resulting in a disjointed and disconnected team that can't pivot or handle the variability in guest demands.

If you are looking for a solution to connect your frontline and create a unified team across your enterprise, to unlock productivity, and empower your team to deliver on guest satisfaction – let's talk. We would love to share how casinos' best are benefiting from Theatro's innovation. Click [here](#) to contact us.

Theatro's heads up & hands-free solution enables enterprises to unlock the value of their frontline teams by connecting them to the people and information they need to do their jobs ... all done through the power of voice! Theatro's solution enables team members in gaming, hospitality, retail, and manufacturing to provide outstanding guest experiences while driving team member productivity and operational profitability.

For more information, visit [theatro.com](http://theatro.com)