



ONE TEAM ONE FOCUS: UNLOCKING THE POWER OF THE CASINO TEAM

Theatro's mobile communication platform removes communication roadblocks and creates One Team across the property.

Casino and hospitality teams are challenged today to do more with less as they are operating with a tight labor model and ever-increasing guest demands while the frontline teams are disconnected from the enterprise and the people and information they need to succeed.

Today, frontline teams are typically equipped with disparate tools and platforms, and lack a unified platform which created an enormous gap in communication. "Gaps in communication, or mere miscommunication, can cost companies millions of dollars. That is why it is important for businesses like hotels and casinos which have a 24/7 operation to keep their employees in the loop and up-to-date with the latest information."¹ With constant updates to existing operational processes and promotions, getting everyone on the same page is no longer a nice to have, it is a must have for an enterprise to be successful.

Empowering the Frontline through Digital Transformation

Theatro's 'as-a-service' solution creates OneTeam across an organization by removing communication roadblocks with a unified mobile communication platform. Theatro creates a new level of inclusivity by granting **all employees** access to the people and information they need to do their jobs well. Theatro's mobile communications platform intelligently connects your entire hourly workforce through a simple voice interface, allowing your team to be heads up and hands free.

Theatro has helped casinos improve communications across their property, enabling them to realize the following benefits:

- **Improved Guest Experience** – team members can access information quickly to meet the needs of their guests
- **Team Productivity Improvements** – teams can collaborate and access expertise without having to walk to find the people or information needed
- **Improved Agility and Strategic Alignment** – everyone is "in the know" with critical new processes, promotions and updates

Traditionally walkie talkies have been the "go to" technology for casino 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 OneTeam across your organization 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.

¹Sources: ¹ Hospitality Tech

Theatro's ability to help casinos implement change at a moment's notice

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 resources.theatro.com/casino