# Harnessing the Power of AI for Land-Based Casinos: Opportunities and Solutions for C-Suite Executives

## The Gaming Boardroom

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I was recently targeted with an advert for the AI Summit in London and I was tempted into looking at the agenda, which got me thinking about AI and land-based casinos in particular. Over the years, I've had many conversations with land-based operators who pre pandemic, struggled with the integration of a whole range of digital enhancements to their operations. Cashless, AI, security, and RG among them. So exploring the agenda for the AI Summit made me think about what AI could be used for in a brick-and-mortar environment.

Some of these may be already being used in your property, but maybe there are some that you'd like to explore like I did, when looking at AI and its uses.

The rapid advancements in artificial intelligence (AI) have brought about significant changes across various industries, including the gambling sector. While much of the focus has been on the online gambling space, AI has the potential to revolutionise land-based casinos as well. I wanted to explore how AI can be incorporated into land-based gambling businesses, providing C-suite executives with valuable insights and practical solutions for implementation.

**Enhancing Customer Experience with Personalised Services**

AI-driven algorithms can analyse vast amounts of customer data, enabling land-based casinos to tailor their services and offerings to individual preferences. By incorporating AI into loyalty programs, casinos can provide personalised rewards, promotions, and game suggestions based on player behavior and preferences. AI-powered facial recognition technology can also be used to identify high-value players upon entry, allowing staff to provide them with exceptional service and hospitality.

There is, of course, a question over security with personal data, including facial recognition, but data security is another way to use AI, as detailed in a point below.

**Optimising Game Floor Management**

AI can be employed to optimise the layout and management of game floors, ensuring that the most popular and profitable games are placed in high-traffic areas. By analysing historical data on player preferences, foot traffic patterns, and game performance, AI can provide recommendations

for game placement and floor layout adjustments, leading to increased player engagement and revenue. This is controversial as there are many consultants out there who would say that this is not as good as a personal interpretation of the data, but using both, AI and experts, side by side would give a perfect balance to test out floor optimisation.

## AI-Driven Security Measures

Land-based casinos can benefit from AI-driven security measures, such as advanced surveillance systems and facial recognition technology. AI-powered surveillance systems can detect unusual activities and potential threats in real time, alerting security personnel and enabling swift action. Additionally, facial recognition technology can be used to identify banned individuals or known cheats, ensuring a safe and secure gaming environment for all patrons.

## Streamlining Casino Operations

AI can be employed to streamline various casino operations, from inventory management to staffing. For example, AI algorithms can predict demand for specific services, such as food and beverage, allowing casinos to optimize their inventory levels and reduce waste. Similarly, AI can analyze historical data on foot traffic and player activity to predict staffing needs, enabling casinos to adjust their workforce accordingly and improve overall operational efficiency.

This traditionally has been done manually, but it's hard to see the nuances in manual predictions. With AI, you could confirm or tweak manually derived rotas and keep it in real-time rather than relying on past data to influence your rotas. Adding in predictions on outside events will build you a real-time look at what, where, and how much in your operational management.

## Predictive Maintenance of Gaming Machines

Casinos can leverage AI-powered predictive maintenance systems to monitor the performance and condition of gaming machines, such as slot machines and electronic table games. These systems can identify potential issues before they become critical, reducing downtime and ensuring that machines are operating at peak performance. This not only improves the gaming experience for players but also reduces maintenance costs for the casino. This is in the interests of both operator and vendor depending on the ownership of machines, but beneficial to both.

## Fraud Detection and Risk Management

AI can play a crucial role in detecting fraudulent activities and mitigating risks in land-based casinos. By analysing player behavior and game data, AI algorithms can identify potential cheating or suspicious activities, allowing casinos to take appropriate action. AI can also be used to assess and manage risks associated with credit extensions, ensuring that casinos make informed decisions while minimising potential losses.

So the integration of artificial intelligence into land-based casinos offers numerous opportunities for companies to enhance customer experiences, optimise operations, and improve security. By staying informed about the latest AI developments and seeking innovative ways to incorporate this technology into their businesses, gambling industry leaders can ensure that their land-based casinos remain competitive and successful in an ever-evolving market.

If you've got ideas on how AI can be used that I haven't included, please let me know as I'm still learning, as we all are, about how technology can help us as we move forward.