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WHERE THE  
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CONNECTS



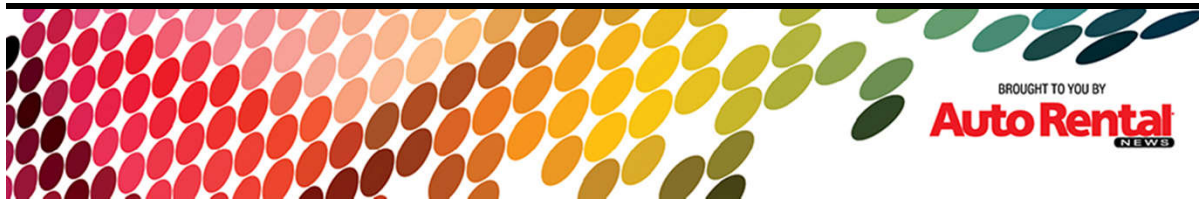
APRIL 15-17, 2018  
**Bally's Las Vegas**



Shawn Concannon  
Executive Vice President



Did you forget your  
cell phone?

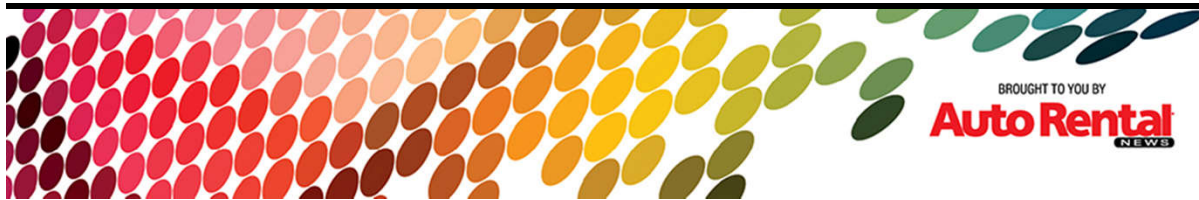


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My guess is that you didn't leave  
home without it.

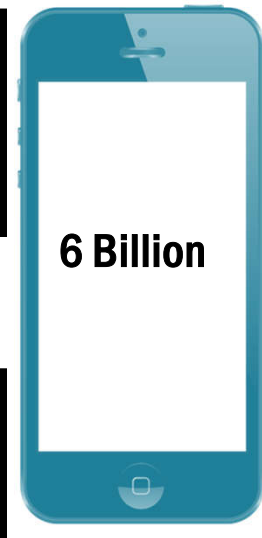


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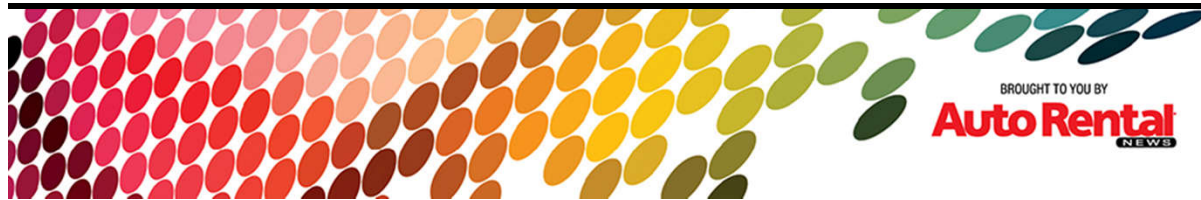
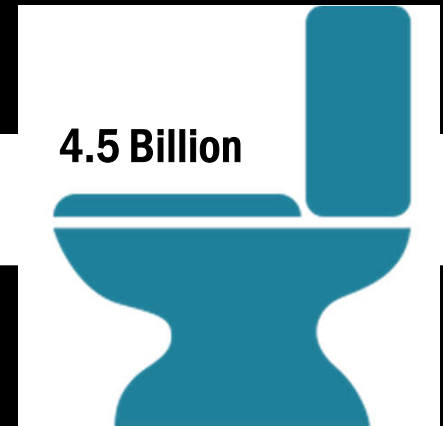
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# More People Have Cell Phones Than Toilets



VS



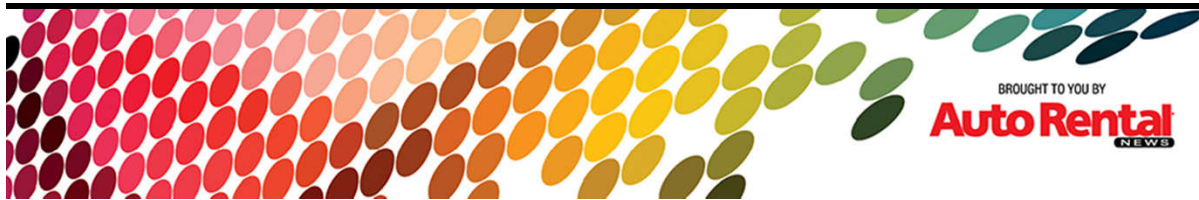
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Americans check their phones

80 times per day!

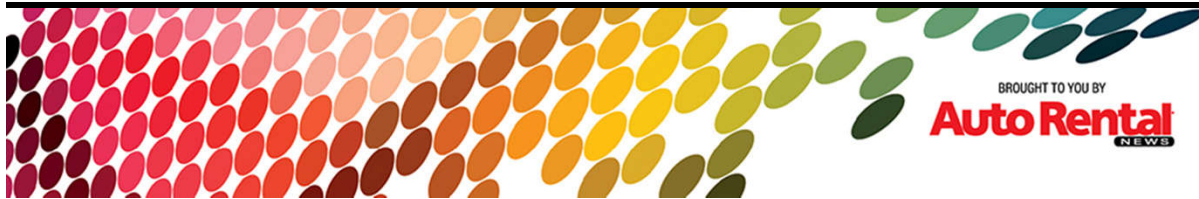


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We spend 4 hours a day on our  
cell phones.

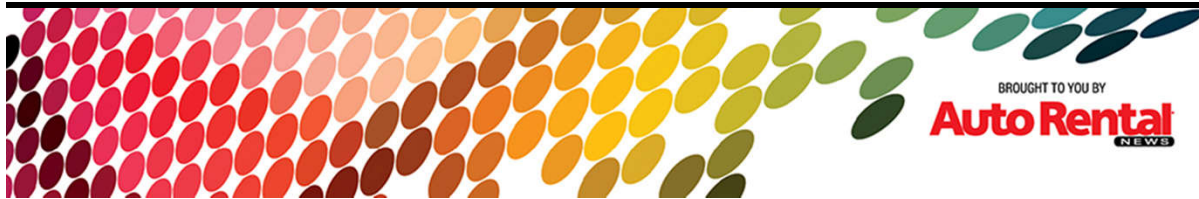


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We spend over 2 hours each day  
on social media!



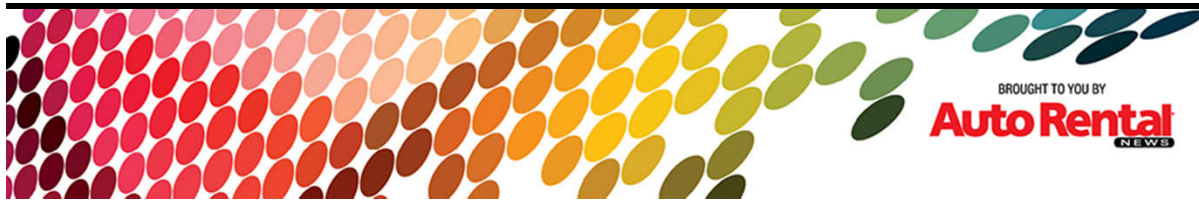
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**Over 85% of travelers used a mobile device  
to assist with their travel plans!**

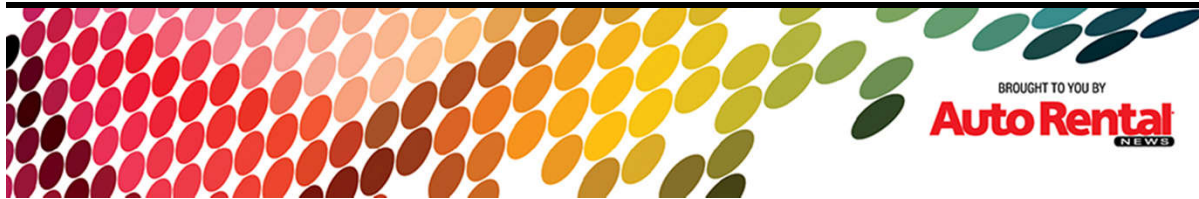


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So, who is today's mobile  
customer and what do they want?



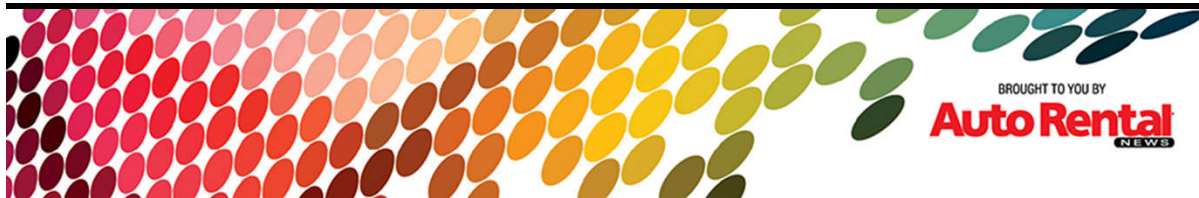
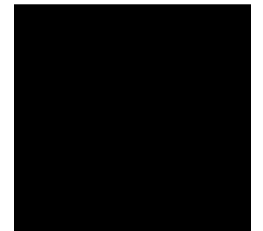
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# My Stats & Facts

- I'm 43 years old.
- I spent 102 days traveling in 2017.
- My travel expenses last year totaled over \$50,000.00.
- Devices include: iPhone, iPad and a MacBook Air.
- There are 12 travel apps on my devices.
- I use 2 social media accounts.
- On average, I use 80% of my iPhone battery each day.



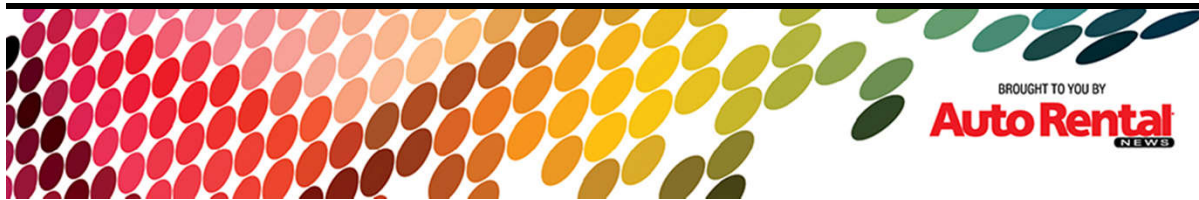
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# My Truths

- If I can't book online, then I won't use you.
- I'm more interested in fast, effective service than price.
- I will help you with your process, if you let me.
- If I have to wait in line when I arrive, I'm going to be aggravated.
- If I have to wait in line to use a kiosk, I'll be enraged.



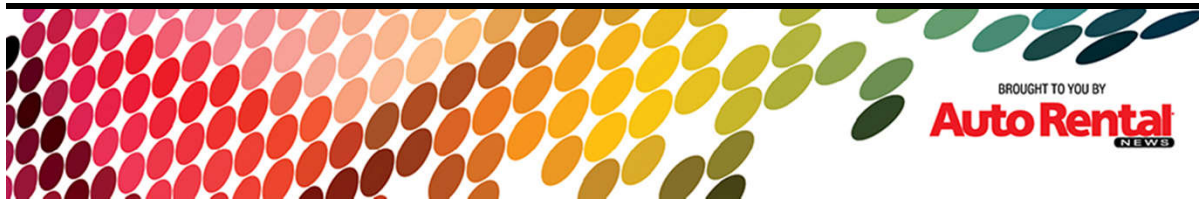
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# My Truths

- I would prefer not to have to speak to anyone.
- I will tell you personally about a bad experience rather than posting.
- I am loyal if you meet my service expectations and give me points.
- I don't want you to know where I'm driving or how, and you won't want to know either!

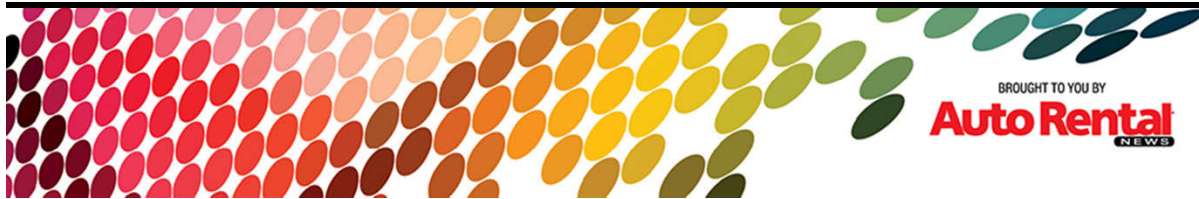


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So, are you meeting your  
customers' mobile expectations?



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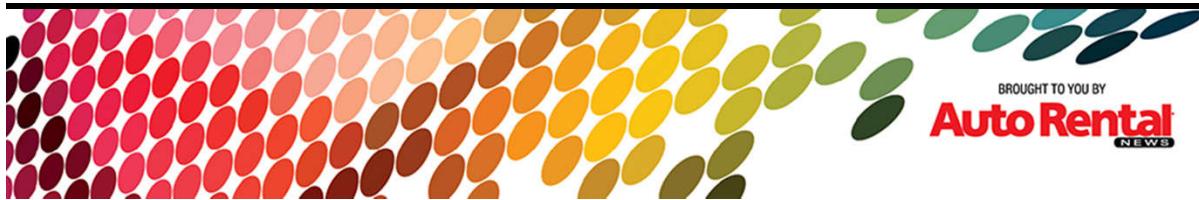
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**01** What does mobile do for you?

**02** Is your business ready to go mobile?

**03** Developing your mobile strategy

**04** Execute your plan



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# What Does Mobile Do For You?

1

## Improves operational processes in your rental business

Book reservations online. Seamlessly check-in and out customers from anywhere in your business.

2

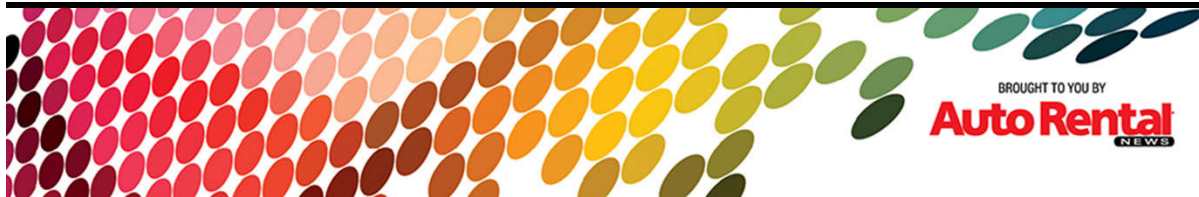
## Increase customer service and loyalty

Your customers should see a fast, effective and streamlined process. Gain greater access to your customers through text messages and email communications.

3

## Lowers cost of handling customers

Drive customers to your website. Digital marketing is fast and cheap. Less employee overhead.



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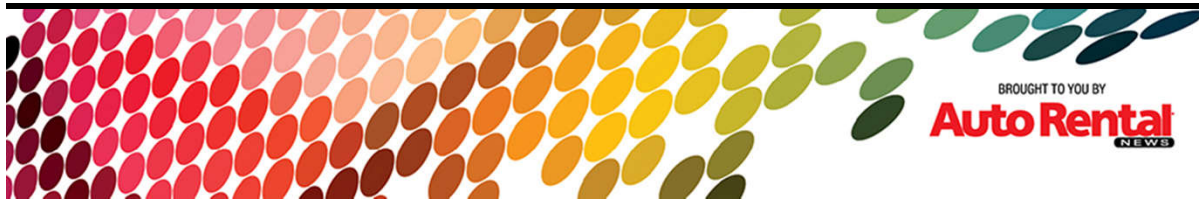


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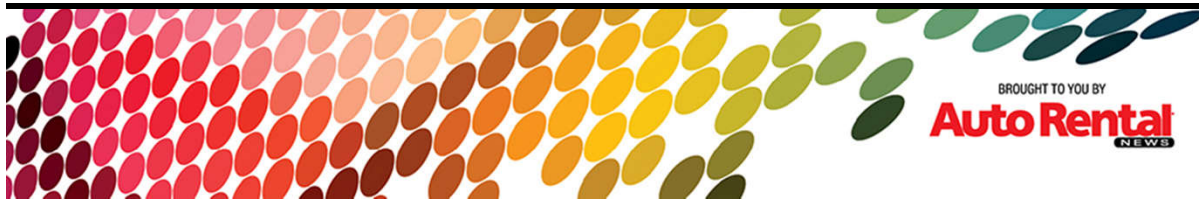
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# Is your business ready for a mobile upgrade?

- Is your facility ready to go mobile?
- Is your technology ready to go mobile?



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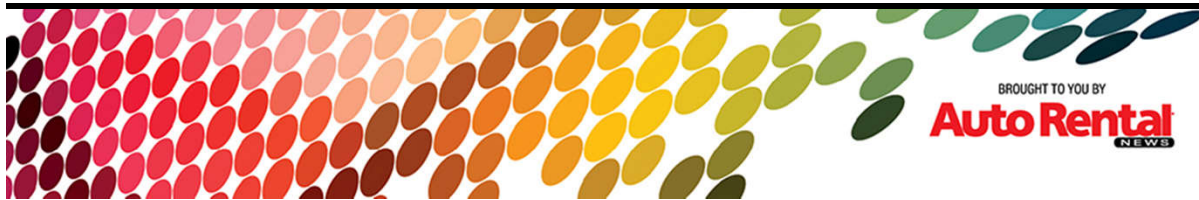
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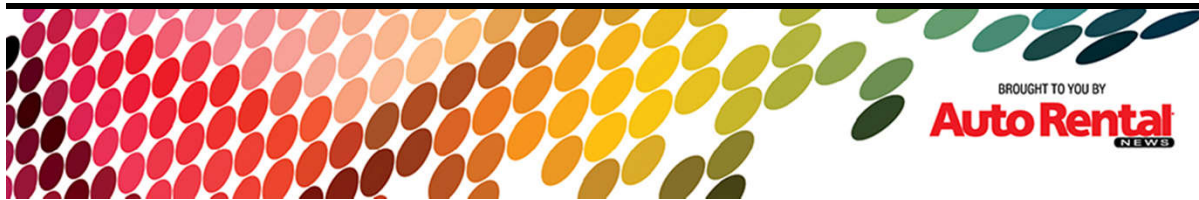
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# Create a Mobile Plan

- Discover
- Reservation
- Pre-Acknowledgement
- Arrival
- Experience
- Return
- Post Acknowledgement
- Re-Engage



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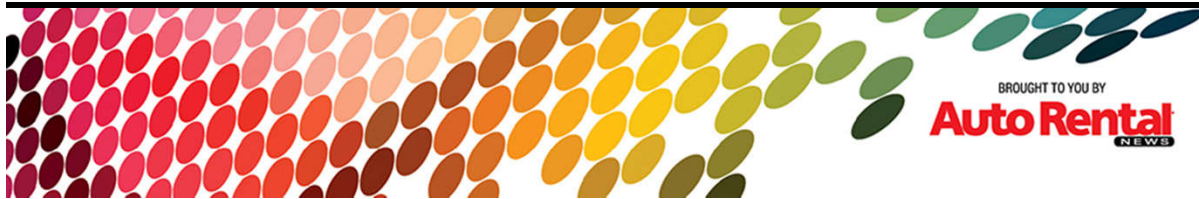
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# Execute Your Plan

## All or Nothing

01

To gain the full benefits of a mobile solution, your team must perform all processes using your devices.

02

## Tracking is Believing

Monitor web reservations or email campaigns. Do time trials for operational processes.

## Ask for Feedback

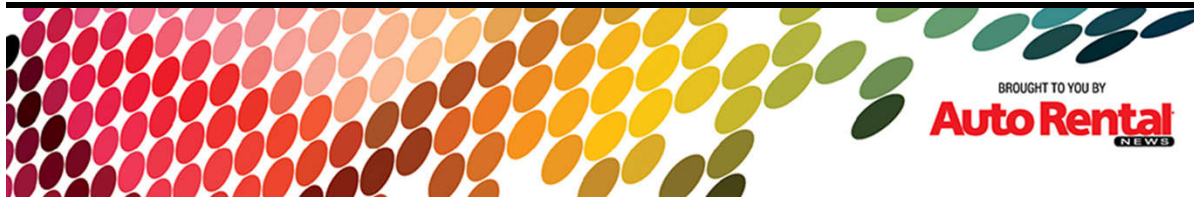
03

Your customers want to give you feedback, when they are asked.

04

## Reassess Your Plan

Be flexible towards market changes and customer feedback to maintain a high level of customer service.

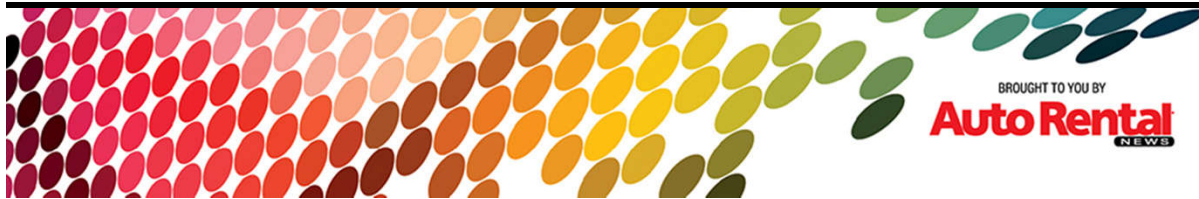


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Questions?



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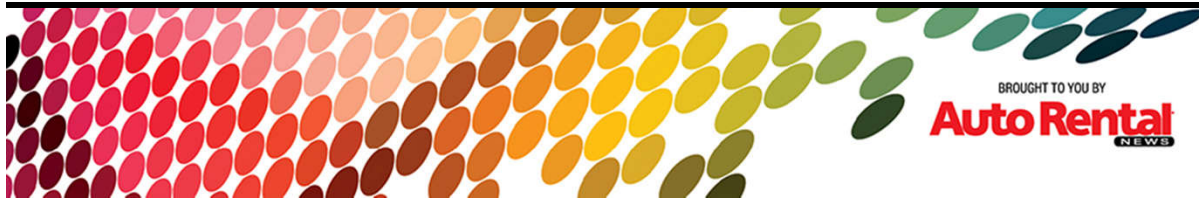
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**THANK YOU!**

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