

LET'S SOLVE A CONSULTING CASE



PROBLEM STATEMENT

Your client owns Diamond Casino, based out of Las Vegas. Even after housing the most premium services and marketing extensively, the client cannot gain traction. Help them with identifying the problems and providing solutions.

INTERVIEW THREAD

Interviewee: I would like to ask a few clarifying questions to better understand the client's business. Do we own a chain of casinos in Vegas, or is it just one big casino? Also, do we have any differentiator in comparison to other competitors?

Interviewer: The owner has a single casino in Las Vegas. Being one of the largest casinos in Vegas, we offer many game variations under one roof.

Interviewee: For how long have we been facing these problems? Or are these problems a recent phenomenon?

Interviewer: We have been facing these problems since the inception of our business. That will be it for the preliminary questions. You can start with your approach now.

Interviewee: So, to analyze the problem, I'll use a four-pronged approach using these bases:

1. Marketing strategy
2. Location of casinos
3. Offerings and their pricing
4. Other experience services

Interviewer: Okay, go ahead with your approach.

Interviewee: Since we are spending heavily on marketing and are still unable to drive customers, the reason for this might be the ineffectiveness of our marketing campaign. To measure this, we can focus on matrices such as Cost per Lead (CPL) or conversion rate.

Interviewer: Our marketing campaign is as effective as it could be. We are targeting the right sets of customers. Everything is in place on that front.

Interviewee: Okay. For casinos, location is also one of the driving factors, as many people from outside Vegas will be coming here without any prior information. Is our casino located far from the prime location or surrounded by too much competition? Also, for people visiting clubs and casinos, word of mouth and referral plays a vital role, so why do fewer people visit?

Interviewer: No, that's not a problem. Our casino is located in the heart of Las Vegas, and our casino's visibility is not an issue. No, nothing of that sort.

Interviewee: As mentioned, we provide the most premium services. So is it because of the fact that affordability of games has become an issue for some sets of customers that they do not indulge in gambling?

Interviewer: Due to regulatory norms, you'll see that the introductory pricing of these games is more or less the same in Las Vegas. So that's not an issue.

Interviewee: Since out of the people who visit casinos, most visit largely for enjoyment rather than just trying to earn money. So the problem here might be that we are not able to provide a very good complete experience to our customers.

Interviewer: Okay good. Go ahead and explore this point further.

Interviewee: I have divided customer experience into three parts. First is when they enter the casino, second while playing, and third, while leaving. Do you want me to focus more on any of these parts?

Interviewer: Focus on the second one and go ahead with that.

Interviewee: So, while playing in the casino, these things can be the major drivers of the customers' experiences:

- Variety and accessibility of games
- Availability of intoxicants and food
- Ambiance of the casino
- Behaviour of the staff

Interviewer: Okay. So you have arrived at the right reason. Currently, we are charging comparatively higher for the alcohol that is being served in the casino. Due to this reason, many people do not indulge in drinking and tend to play fewer hands in the casino. What could be the possible solution for this to increase our customer retention?

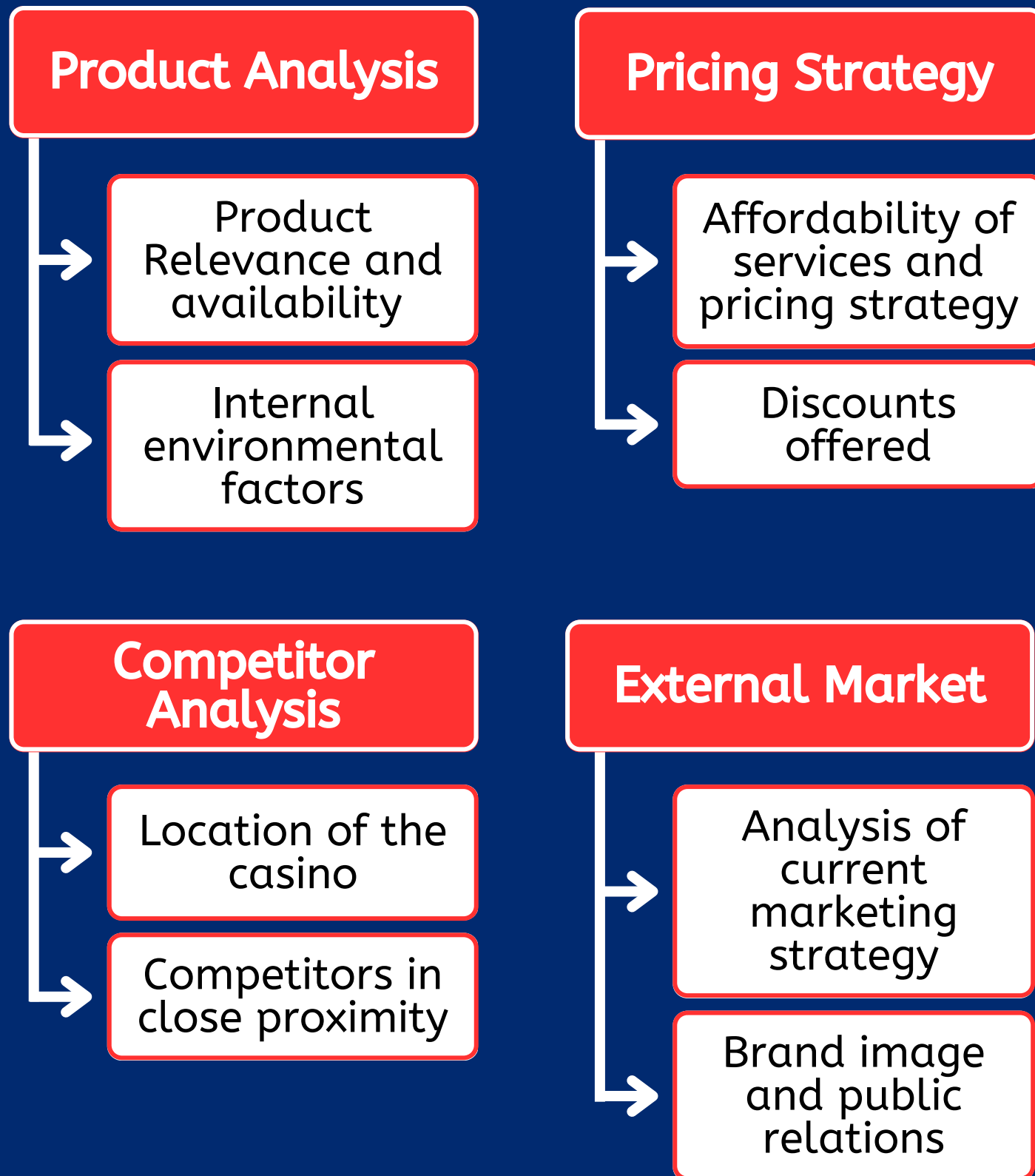
Interviewee: The casino should launch a new offer in which the initial 2 drinks will be complimentary, and after that, the customers can purchase alcohol according to the regular prices.

Interviewee: The Casino could also serve its customers a free drink during happy hours so that they spend more time on their games. It can also incorporate free accommodation and spa services for people who have played in the casino beyond a certain amount as the people who have won would try to win more, and the losers would attempt to recover their money, leaving a scope for the house to make more money.

Interviewer: Okay the solutions sounds great. We may close the case now.

THAT'S A WRAP!

FRAMEWORK



CONSULTING FELLOWSHIP

Mentors from

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& Company

BAIN
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Dalberg

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accenture

- 1 **2.5 or 6 months, 10 mentors, and 30+ hours of live mentorship on Consulting careers, CV making (including 1:1 edits), Guesstimates & Case Interviews.**
- 2 **Rigorous interview practise through real-time guesstimates solving & buddy teams for mock cases.**
- 3 **Placement Assistance through employee referrals by our MBB & Dalberg mentors. Regular job updates from consulting firms. Industry Breakdown for cases.**
- 4 **Live case project (& certificate) with a real life client & business problem. CV templates & interview preparation resources along with 1:1 Mentorship.**

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