



André Gowens, Hard Rock

Vice President, Enterprise Architecture,
DevOps & Data/Analytics

SEMINOLE

Hard Rock

SUPPORT SERVICES




AI in Hospitality & Gaming Industries

André Gowens

Vice President

Enterprise Architecture, Software Engineering, Data/Analytics

Technology Enthusiast and Father of 2 Princesses



**HARD ROCK:
MORE THAN A WORLD
FAMOUS CAFÉ**



- People go to Hard Rock to have Fun
- Over 300 HR Locations in 72 countries
- Many lines of business
- Physical – Digital



SACRAMENTO

Hard Rock Business



A gaming company



— BY HARD ROCK™ —

A hospitality company

ROCK SHOP®



A retail company



A food & beverage company



An entertainment company



A Museum



**USING DATA TO DELIVER
A VIP CUSTOMER EXPERIENCE**

World of Hard Rock Data

Can't talk about AI w/o talking about data

- Many LOB = Data everywhere – Tech everywhere
 - Complex Tech Landscape, many systems, customer data all over the world
- Tons of Cust Data – PMS – POS – CMP – CRMs - CMS – Web Sites – Mobile Apps...+++
- Recently we deployed Unity & started our journey to centralize and consolidate data
 - 10's Thousands systems connected world wide

AI vs. GenAI



Artificial Intelligence takes many forms

Artificial Intelligence [since 1950's]

Is machines (incl. computers, software, robots, etc.) doing things humans do



Generative Artificial Intelligence [GenAI since 2018]

A type of AI that creates new content in response to written prompts



Machine Learning (since 2000's)

A branch of AI that focus on the creation of intelligent machines that learn from data

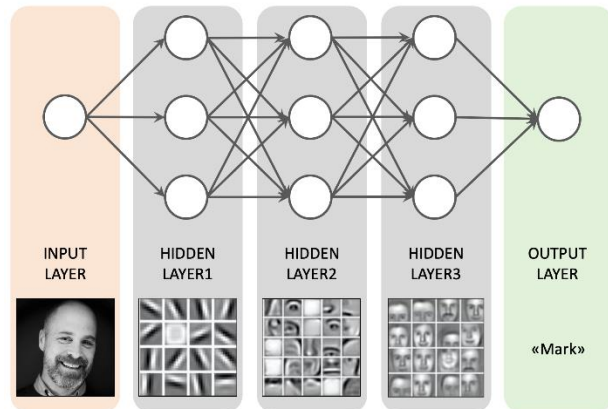


Continue...

Artificial Intelligence takes many forms

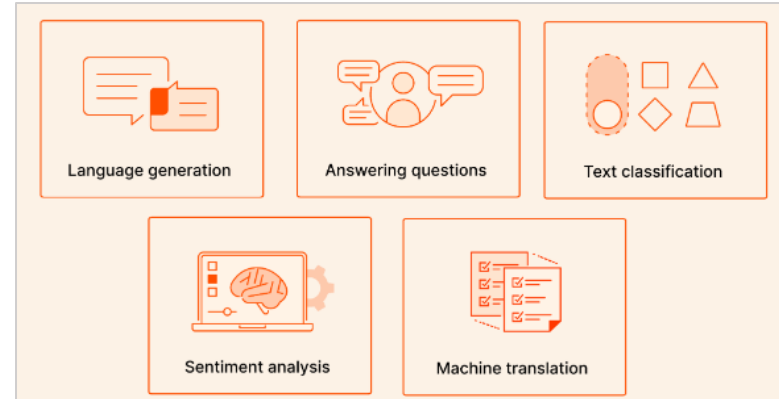
Deep Learning (since 1950's)

A subset of Machine Learning methods, based on Artificial Neural Networks



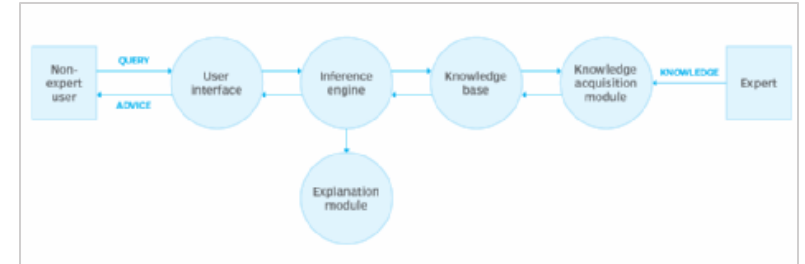
Natural Language Processing (since 2018)

AI is taught the rules and syntax of language to develop algorithms and complete tasks



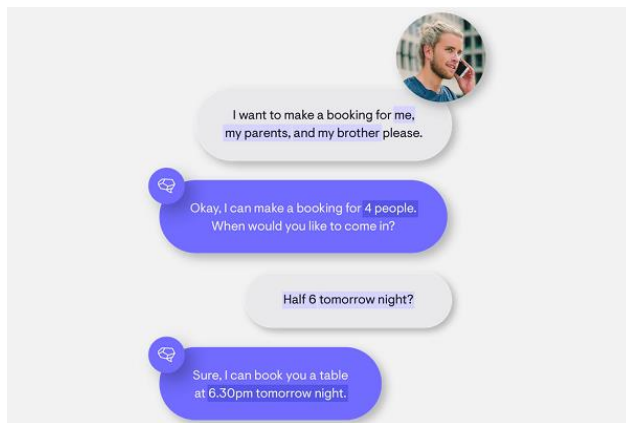
Expert Systems (since 1970's)

A computer system that acts with the decision-making ability of a human expert



Call Center AI Agents

AI voice assistant answering calls & Booking reservations, etc.



[PLAY ME]

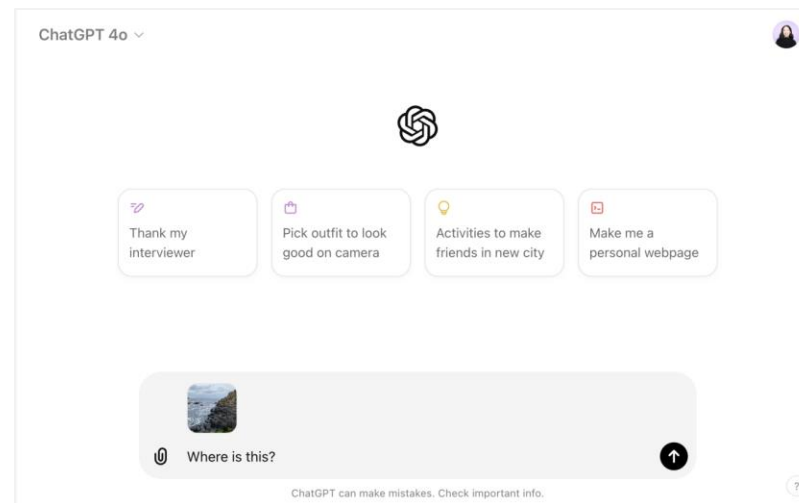


AI Assisted Programming

Writing programs, Analyzing code, Creating unit test plans, Documenting programs

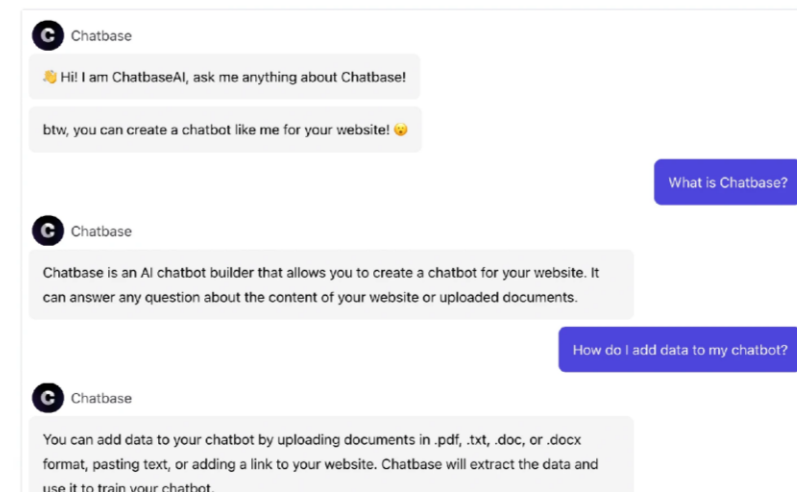
Having ChatGPT is like having a Sr. Developer, Architect by my side 24/7

Jr. Developer



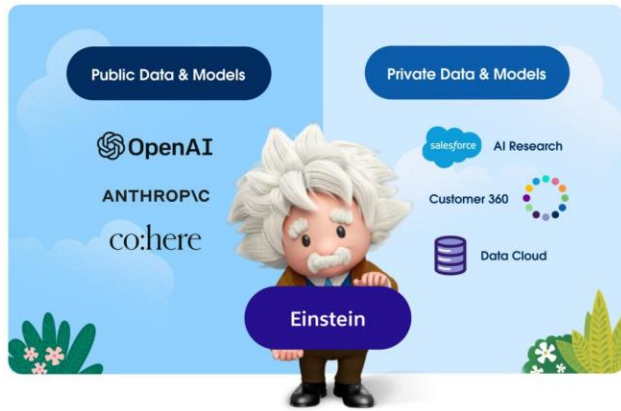
AI Assisted Web Search

Using ChatGPT integrated platform to read all thousands of Hard Rock web pages across tons of websites, to quickly and accurately answer customer inquiries



VIP Virtual Host

Chatbot on steroids servicing our most valued customers



'Roadie' Chatbot

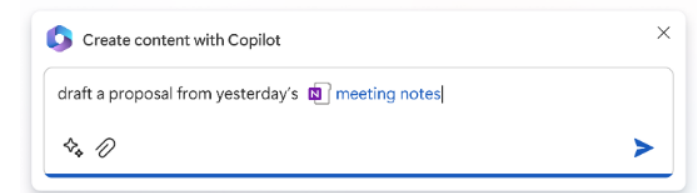
Chatbot servicing hotel guests

- Room Service & Room Maintenance
- Dining & Spa Reservations
- Natural Language Processing (NLP)



Exec/Employee Assistant

Q/A, research, product selection, plans, emails, & documents



Hard Rock VIP Experience Courtesy AI



VIP Journey Delivered by AMP, VIP CRM using Salesforce Data Cloud, Einstein...

- Mary VIP Persona
- Love Latin Music – Carol G.
- Loves Kuro
- Loves Hard Rock Hollywood Hotel & Casino
- Lives in Naples, FL



Targeted Marketing & Customer Segmentation

Personalized Promotions: *Example: Salesforce Marketing Cloud* – Used to create segmented, AI-driven marketing campaigns that target specific demographics with personalized offers and promotions.

Social Media and Online Engagement: *Example: Sprinklr* – An AI-driven platform that helps casinos and hotels monitor social media interactions and understand customer sentiment, enabling personalized engagement.

1

Personalized Customer Experiences

AI-Driven Recommendations: *Example: Amadeus, IRU* – An AI platform used by hotels and casinos to analyze customer preferences and suggest personalized services, such as dining options and entertainment.

• **Chatbots and Virtual Assistants:** *Example: Salesforce Digital, Live Person* – Many hotels and casinos have virtual concierges which handles guest queries and bookings.

Predictive Analytics for Customer Retention

Churn Prediction: *Example: Salesforce Einstein, Data Cloud CDP* – This AI-powered platform analyzes customer behavior to predict which players or guests are likely to churn and creates retention strategies through personalized offers. Used by casinos and hospitality businesses globally.

3

Dynamic Pricing Optimization

Real-Time Pricing Adjustments: *Example: Duetto* – A revenue management software that uses AI to adjust room rates in real-time based on market demand, competitor rates, and customer preferences. Popular in hotel chains like Hard Rock, Marriott, Caesars Entertainment, etc.

Enhanced Security & Fraud Detection

AI-Driven Surveillance: *Example: Cognitec FaceVACS* – Facial recognition software used by casinos to enhance security by identifying individuals on watchlists or banned from the property.

Fraud Detection in Online Casinos: *Example: Featurespace ARIC* – A fraud detection system using machine learning to monitor betting patterns and flag fraudulent activities in online gaming.

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Hard Rock Position on AI/GenAI



AI/GenAI (e.g. ChatGPT) as another technological innovation is treated in the same way as any technology advancement is treated, with thoughtfulness and planning

- We embrace technology advancements, including AI
- Pursuing GenAI with caution
- Developing Policy for all technology areas (incl. GenAI)
- Always treat Customer Data with highest security
- Doing POCs and lots of initiatives
- Opportunity for employees to develop new skills and do interesting work
- Considering business/customer value, revenue driving, & efficiencies and to drive down costs

Command Prompt :

ChatGPT



Q&A

