

Caesars Entertainment Partners with IBM and Salesforce, Leveraging Technology to Deliver Transformative VIP Experiences

Hotel and gaming pioneer to create more intelligent and personalized hospitality, entertainment and shopping experiences for guests, powered by Salesforce

SAN FRANCISCO, Sept. 13, 2018 [/PRNewswire/](#) -- Global consulting agency Bluewolf, an IBM Company (NYSE: [IBM](#)), and Salesforce (NYSE: CRM), the global leader in CRM, today announced that Caesars Entertainment Corporation (NASDAQ: CZR), one of the world's most diversified gaming and entertainment companies, is working with Bluewolf and Salesforce to enhance guest experiences.

Caesars Entertainment is one of the most recognized names in gaming, with nearly 50 casinos including the Caesars, Harrah's and Bally's brands. With a new generation of customers focused on digital experience, brands are looking at unique ways to differentiate themselves. To extend its leadership in the hospitality space, Caesars Entertainment sought new and innovative uses of technology that would result in unforgettable experiences for its guests and enhance customer service—both of which will result in long-term customer loyalty. Bluewolf's deep Salesforce expertise and commitment to a collaborative and value-driven approach to digital transformation made them the ideal partner to help lead Caesars Entertainment to success.

"With properties across the globe and approximately 115 million guest visits per year, Caesars Entertainment has a diverse customer base who enjoy a variety of unique experiences," said Jennifer Nocco, VP Marketing and Strategy, Caesars Entertainment. "Some guests are focused on our fine dining experiences or gaming, while others are interested in seeing a show by one of our world-class performers. No matter what their interests are, our partnership with Bluewolf and Salesforce allows us to better understand their needs and helps us take our customer service to the next level."

With Bluewolf's help, Caesars Entertainment is aggregating legacy systems and historical customer data from multiple sources to create one unified customer profile (UCP). By leveraging Salesforce Lightning Platform services, including Heroku and Salesforce IoT, Service Cloud and Marketing Cloud, Caesars Entertainment is using the UCP to connect into all aspects of the guest experience—from gaming to dining, entertainment and shopping—enabling its marketers to personalize communication and incentives in real-time.

"To drive business transformation, market leaders need an experience-based strategy and delivery approach to achieve innovative change with Salesforce," said Eric Berridge, co-founder and CEO of Bluewolf. "We're building a platform for Caesars that will enable them to scale and deliver unforgettable experiences for every guest."

Caesars will use Salesforce to identify the interests of guests, such as their favorite music or cuisines, and send them relevant offers and suggestions, allowing Caesars to deliver personalized experiences in real-time via its mobile app. Caesars is also modernizing its call centers with Salesforce, providing its agents with a 360-degree view of customers in one unified desktop view, enabling faster case resolution.

"The casino industry is undergoing changes that have operators searching for new ways to increase engagement and loyalty with customers," said Taimur Khan, Salesforce GM and Vice President of Travel, Transportation and Hospitality. "With Salesforce, Caesars can tap into individual affinities to build highly personalized hospitality and gaming experiences that keep their guests coming back year after year."

To help envision its digital future, Caesars participated in Salesforce Ignite, Salesforce's in-house accelerator program, and worked with Salesforce Success Cloud to build a five-year Salesforce roadmap, including a full

digital operating model and change management, setting the company up to drive the transformation needed for success.

About Caesars Entertainment

Caesars Entertainment is the world's most diversified casino-entertainment provider and the most geographically diverse U.S. casino-entertainment company. Since its beginning in Reno, Nevada, in 1937, Caesars Entertainment has grown through development of new resorts, expansions and acquisitions and its portfolio of subsidiaries now operate 47 casinos in 13 U.S. states and five countries. Caesars Entertainment's resorts operate primarily under the Caesars®, Harrah's® and Horseshoe® brand names. Caesars Entertainment's portfolio also includes the Caesars Entertainment UK family of casinos. Caesars Entertainment is focused on building loyalty and value with its guests through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. Caesars Entertainment is committed to environmental sustainability and energy conservation and recognizes the importance of being a responsible steward of the environment. For more information, please visit www.caesars.com.

About Bluewolf, an IBM Company

Bluewolf, an IBM Company, is a global Salesforce consulting agency committed to creating customer and employee experiences that drive a return on innovation. We enable companies of any size and industry to deliver deeper, personalized customer moments with Augmented Intelligence (AI) as a competitive advantage now. Using our patented project delivery solution, Bluewolf Sightline™, we reduce deployment time and get results faster with less risk for customers worldwide, such as T-Mobile, Mercedes-Benz, and AmerisourceBergen. www.bluewolf.com.

About Salesforce

Salesforce, the global CRM leader, empowers companies to connect with their customers in a whole new way. For more information about Salesforce (NYSE: CRM), visit: <http://www.salesforce.com>.

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