



# Intelligent Notification for Entertainment and Hospitality

The entertainment and hospitality industry includes casinos, hotels, resorts, music producers, tourism and more. In every case, the professionals behind the event are focused on creating a seamless and satisfying customer experience. Interruptions must be anticipated and contingency plans must be in place. How are these professionals using Intelligent Notification to ensure a great experience for their customers?

## OTHER USES

**Manage work schedules** – Locate staff, no matter where they are, for last minute substitutions.

**Special promotions** – Notify travel agents of limited-time offers and measure interest and response quickly.

**Network uptime** – Contact the on-call staff that can help, wherever they are, when reservation systems are down.

**Emergency management** – From fires to earthquakes, use notifications to alert guests as well as those who can help.

## CASINO MONITORING

**SCENARIO:**  
The security department of a major casino is experiencing difficulties with the cameras that monitor the main blackjack area.

**SOLUTION:**  
The casino managers quickly detect the malfunction. Using Intelligent Notification, the head of security sends a notice to all on-duty employees of the IT server management group. When someone accepts the trouble ticket and responds that they are on the way to resolve the problem, the notification is ended. If no one responds, the notification is escalated and goes out to all on-call staff as well.

## HOTEL DISRUPTION

**SCENARIO:**  
A fight breaks out in the parking lot of a hotel; a guest sees the fight and calls the front desk to alert staff.

**SOLUTION:**  
The hotel security chief launches a first-response notification to all on-duty guards using Intelligent Notification. The message asks for three guards to report to the area of the disturbance and includes a yes/no response option. Once the system receives three affirmative responses, the notification stops. After some time has passed, a second notification is launched to those guards who responded to confirm that the situation was resolved.

## BOMB THREAT

**SCENARIO:**  
A bomb threat is called into a resort hotel; both staff and emergency responders must act quickly to evacuate guests and staff.

**SOLUTION:**  
When the threat is received, a prepared multi-tiered notification is released using Intelligent Notification. Based on information gathered through the reservation process, all guests are alerted via cell phones, room phones, text and email. At the same time, an alert is sent to police, emergency responders and hotel security to commence evacuation. A final notification alerts the press and tells guests when it is safe to return to the building.

## CONCERT INTERRUPTED

**SCENARIO:**  
A performer is taken ill, disrupting the schedule for a two-day concert; somehow the show must go on.

**SOLUTION:**  
An alert is sent to all organizers at the concert. Using the Intelligent Notification call bridge feature, the team quickly joins in a conference call to create a new schedule. Once drafted, all band agents are notified and given the chance to respond to the schedule changes. Once responses are received the team can rearrange the schedule and get the concert back on track.

For more information or to view our online demo, visit [www.mir3.com](http://www.mir3.com)