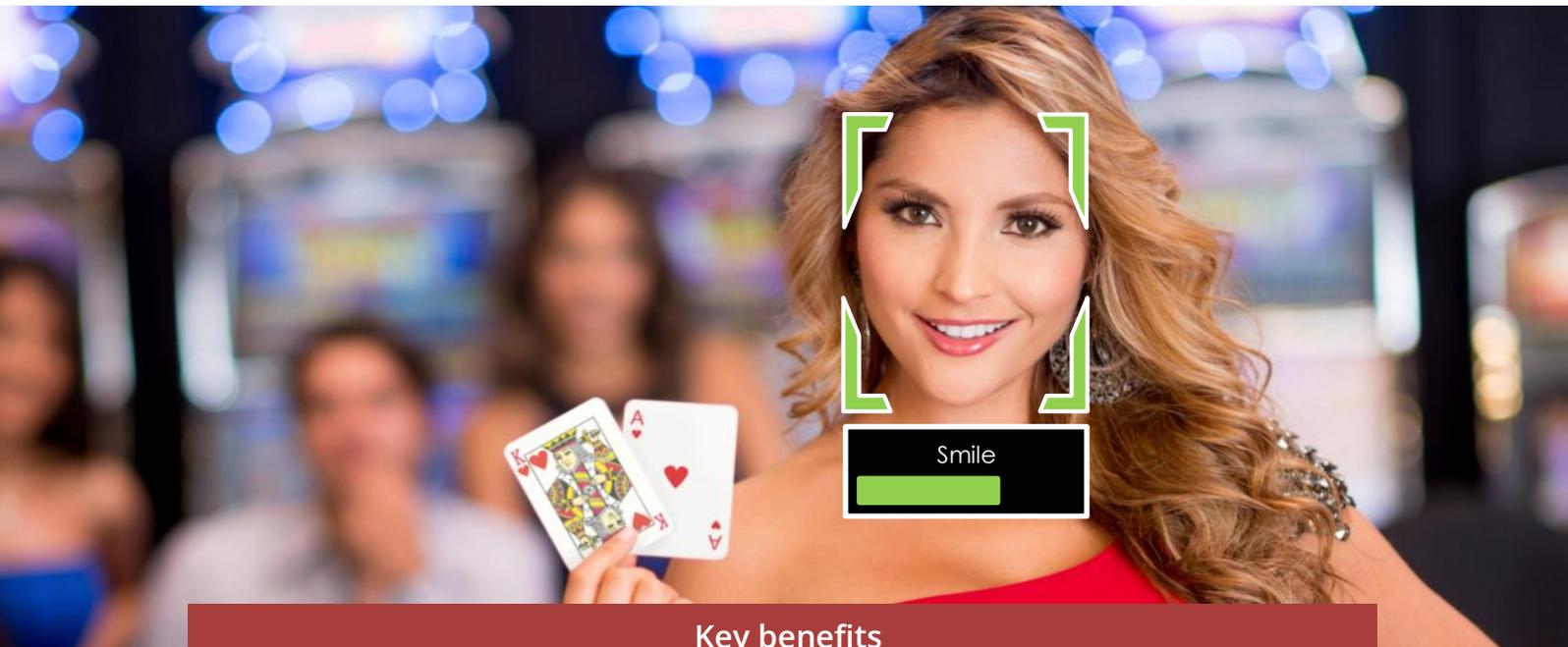comland

Live EyeDealer
BOOST YOUR CUSTOMER EXPERIENCE

What if you could provide even **better gaming experience**?

Smile

Key benefits

Easily track and motivate all dealer on their provided customer experience.

Provide dealers and supervisors with real-time information.

Better insight on dealers behaviour through history analytic reports.

… Dealer would have **personal** supervisor/trainer who would track their performance at the table **24/7** and provide them with **subtle** real-time feedback on their behavior to provide the **best** experience for the customers.

… Supervisor would have the capability to have real-time **overview** on all dealers and be able to access **reports** with **quantified** data on their **behavioral** performance.

How does it work?

Live EyeDealer analyses video from existing camera streams in the casino or studio. With focus on latest computer vision technology Live **Eye**Dealer analyses dealers on their:

1   **Facial expression** and if they are showing enough positive emotions.

2   **Focus** and if the face is pointed enough time towards the camera.

Live **Eye**Dealer **FACIAL EXPRESSION** capability measures smile duration and intensity. Using computer vision Live **Eye**Dealer software tracks and analyze in real-time 68 different pin points on the face which gives an information whether person is showing positive emotion or not. Bellow are two different pictures taken from video analysis. In the first picture Live **Eye**Dealer software recognizes dealer to show positive emotion and in the second when there is lack of it.

DEALER SHOWING POSITIVE EMOTION

DEALER NOT SHOWING POSITIVE EMOTION
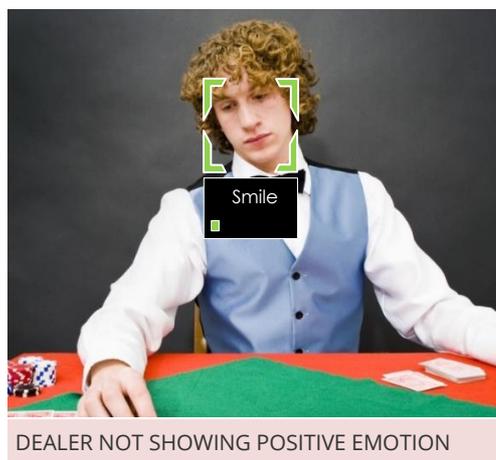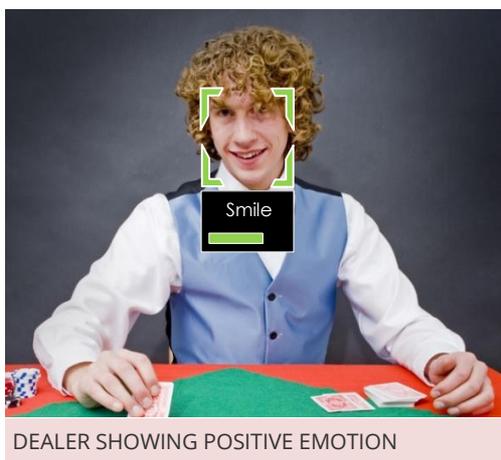
Live **Eye**Dealer **FOCUS** capability provides information on where the dealer's face is pointed (head pose). Below it is presented how Live **Eye**Dealer software tracks person's face direction and the green square represents if the face is pointed towards camera. Dealers and supervisors are presented with real-time feedback if the dealer is focusing enough time towards the camera or not.

Bellow are two different pictures taken from Live **Eye**Dealer video analysis. In the first picture Live **Eye**Dealer recognizes dealer is focusing on the camera and in the second where he does not.

DEALER IS FACING TOWARDS CAMERA

DEALER IS NOT FACING TOWARDS CAMERA
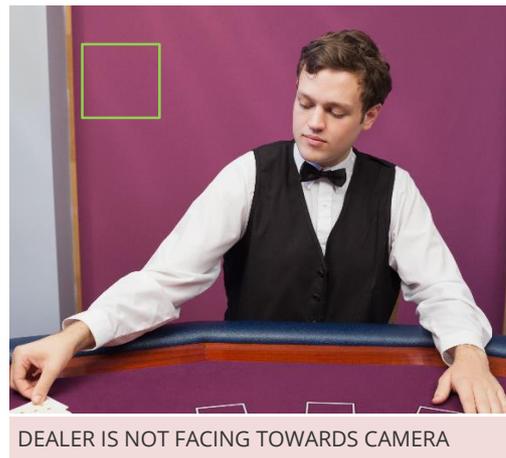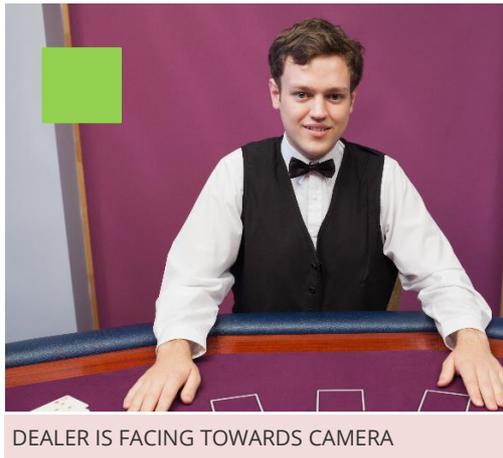
LIVE EYEDEALER IN ACTION

Customers in general prefer dealers who act more positively and engaged over those who do not. Since live dealer casino is about providing customer experience similar to one in brick-mortar casinos without leaving comfort of one's home it is important for dealers to have players engaged and give them attention they are looking for.


DEALER BEHAVIOUR LIVE ANALYSIS

Live **Eye**Dealer tracks data on dealer's facial expression and head pose in real time. It recognizes if a dealer is not showing enough positive emotion or focus on the camera. If the preferable standards are not met **subtle** and **non-intrusive notifications** are shown on a dealer's monitor.

On the other hand supervisors are provided with **real-time information** but can also access **history reports** on every dealer's performance for any given time period (daily/weekly/monthly).

Real-time data on performance enables supervisors to get information if certain dealer's is not performing well and can take corrective actions if necessary to secure the best provided customer experience.

REAL-TIME INFORMATION ON ALL ACTIVE DEALERS

By having access to history reports for every dealer supervisor can get objective and quantified data to have a better insight on each dealer's performance or to compare them between each other. Data are presented in graphical charts or can be exported in excel to enable supervisor fast overview on daily, weekly or yearly basis and can serve as an additional pool of data for upgrading performance reviews.
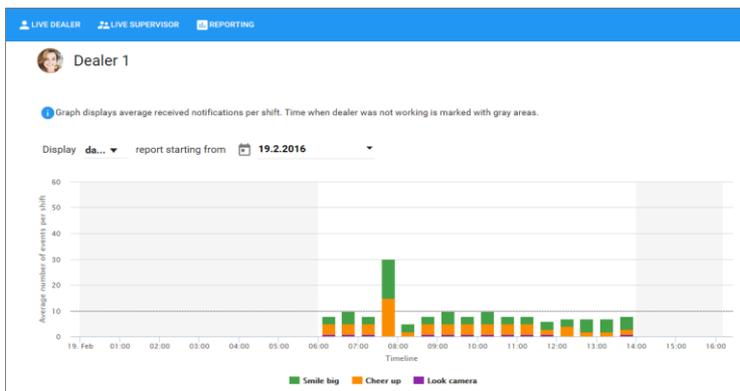
REPORTING FOR INDIVIDUAL DEALER

Preferable standards on dealer's behavior in front of the camera depends on type of the game or type of the table.

Live **Eye**Dealer tool enables casino managers to easily set different behavior standards for different games (eg. roulette, black jack, baccarat, …) and/or type of tables (eg. casual, VIP, party…).

For example manager can adjust settings that it is preferable for dealers to smile and engage a lot in one game where in the other game it is preferable just the opposite behavior. So the notifications are triggered accordingly to expected behavior for every type of game or table.

CASE STUDY

Our capabilities to motivate and monitor engagement to provide best customer experience are already in use in other market segment.

We have conducted a study with an international call center where we measured how much did individual agent smiled during phone conversation. The goal of the study was to determine the correlation between smile intensity and sales performance.

Over two months we have collected vast amount of objective data and the result was positive correlation. That means agents who smiled more over the phone had better sales results. Conclusion was that smile has positive effect on customer experience which resulted in sales.

Case study is relevant for live dealer segment because it also strive to provide better customer experience for their players. Since in call center customers can only hear call agent smile plays even more significant role in live dealer segment since players can see the presenter (visual component).

Key benefits for casino:

- provide supervisors with real-time or history **quantified data** on every dealer's behavior in order to assure timely corrective actions, efficient monitoring and evaluations;
- motivate dealers with **subtle** and nonintrusive **real-time** feedback on their monitors, which will help them to be better in their job;
- performance analytics for all dealers;
- **decrease time** QA department spends on analysing videos from dealers;
- provide feedback for dealers in **training process;**
- manage **minimum standards** on preferable dealer behaviour for different game types or table types.

We can also provide you with

GAME RESULT RECOGNITION

Recognize game elements using computer vision technology. **Eye**Game suite enables you to get instant results from different casino games using recognition of symbols, numbers, colors or shapes extracted from your existing video/stream.

By incorporating result recognition you will be able to **speed up** the game flow, **reduce** error rate and **boost** operations efficiency.

ENTRUST ME WITH YOUR CHALLENGE

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COMLAND IN BRIEF

We are experts in Computer Vision with 25+ years of experience. Our ecosystem is built by extraordinary individuals and teams with integrity and a passion for constant development.

With our proactive and efficient approach we help you to plan, design, implement and manage projects tailored to your specific business need.

We integrate knowledge and expertise from computer vision technology with simple and efficient solutions to improve your business operations efficiency.