

GAME-X ACADEMY

It is all about KPIs

About the Course

Too often, organizations blindly adopt industry-recognized KPIs and then wonder why that KPI doesn't reflect their own business and fails to affect any positive change. One of the most important, but often overlooked, aspects of KPIs is that they are a form of communication. As such, they abide by the same rules and best-practices as any other form of communication. Succinct, clear and relevant information is much more likely to be absorbed and acted upon.

Who is this course for? Land based Operators,

Role function ideas: Marketing managers, Slot managers, Gaming managers, F&B Managers, General managers, Guest relation managers and officers, customer experience managers, Slot attendants, COO, CMO, CFO,

Price: € 349.00 EUR + VAT

Duration: 8 hours

Place: Online / digital study room

Modern times have changed many things in our life and the gaming industry is part of these changes. The way of managing operations is completely different from the times before the millennium.



Our new age is all about data. How to collect it, how to process it, how to analyze it, and what action to take?

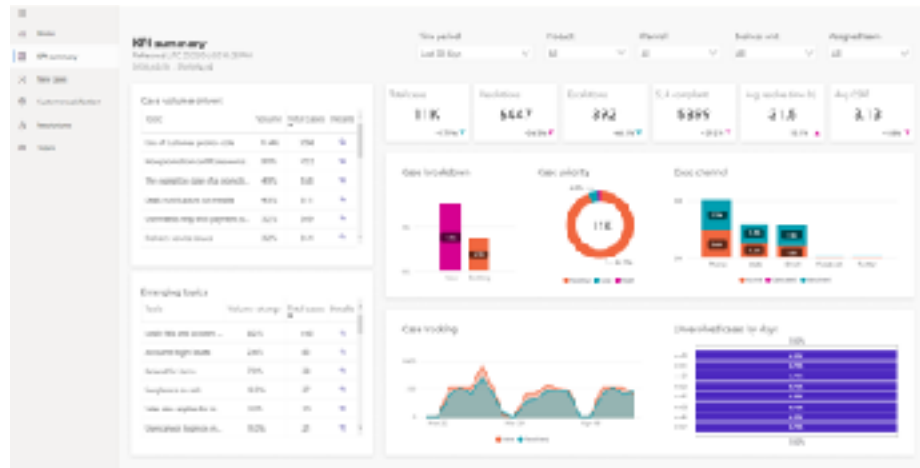
Nothing is more important than information. Who owns the right information, that organization has the potential to become better than the others, to create a more effective operation.

There are so many management systems, and those are offering an endless flow of information. But can we understand what we need, how to structure our reports, what are the key performance indicators?

KPI stands for key performance indicator, a quantifiable measure of performance over time for a specific objective. KPIs provide targets for teams to shoot for, milestones to gauge progress, and insights that help people across the organization make better decisions.

Do we really know the importance of these numbers and how to use them? How to turn the data into our best friend and ho two listen to their advice?

GAME - X has the understanding and experience for creating an effective KPI Matrix and structure of reports for improving your operation and you taking the decisions that your data is demanding.



Without KPI's, the **decision-maker will sits in an isolated island**, getting inaccurate feedback from heads of departments according to their memory or intuition. The inaccurate feedback are certainly not going to be useful information to take "On time" appropriate corrective action for any deviation of targets.

“We need to accept that we won’t always make the right decisions, that we’ll screw up royally sometimes – understanding that failure is not the opposite of success, it’s part of success.”

-ARIANNA HUFFINGTON