

SUCCESSFUL STORY



With over 13,000 members club, the Medward Club has 60 resorts that offer members the most comfortable vacation. The Vice President of CRM (Customer Relationship Management) Tom Curry wants to identify regular patrons to improve their customer experience and banned patrons to help protect the club.

Challenge:

Like many clubs, Medward Club had issues and we wanted to provide a more efficient and productive manner for our staff and members to assist the general operation of the club. Unfortunately, our staff had very little chance to recognize the banned patrons or the self-excluded member entered our Club, particularly at busy times. Vice President Tom Curry wants to have some improvement for these problems, also has the ability as below.

- ▼ Provide a simple and rapid way to help our security staff and front desk staff can recognize upon the banned patrons and self-excluded players entry.
- ▼ Front desk staff can quickly call out the customer's name, know his (her) preferences and family members when the VIP comes in the lobby.
- ▼ Integrate with an existing surveillance system and matches against any watch list, accurately and in real-time.

Solution:

i-View's partner Quantum Security System provides QkDefine® Face Recognition for Club.

The system equipment deployed in the club is as follows:

- ▼ ALPR (Auto License Plate Recognition) system is installed at the entrance of the parking lot, and the counter personnel can be notified in advance when the VIP car enters.
- ▼ Install a face recognition camera at the entrance elevator of the parking lot, notify the front desk staff in advance when the VIP enters, and notify the guard when there are banned patrons or the self-excluded member entered the Club.
- ▼ Install face recognition camera at the entrance of the lobby. When the VIP coming, the screen will pop up the relevant background of VIP to assist the front desk staff to know the customer.

Result:

Vice President Tom Curry said i-View's QkDefine® Face Recognition system was extremely pleased with their ability to:

- ▼ Reports from Medward Club to date have advised that the new biometric face recognition system has been implemented and producing real-time results to identify VIP patrons to improve their customer experience.
- ▼ The system is operating well and serving a greater purpose, identifying banned patrons and self-excluded persons who may or may not be members of the Club to help protect the club.
- ▼ The system has been able to improve more efficiency in the staff, providing better customer satisfaction and service and an increase in security for all patrons and staff of the Club.

Product List:



IR-2MIPR03



DM-2MIPR04



NVR

Let us help you take full advantage of i-View Face Recognition system, Identify, Threats and Prevent Crime with our QkDefine®.

www.i-view.com.tw/qkdefine-face-recognition/