In retail, where companies can go quickly from rags to riches – or riches to rags – the customer’s perception of, and experience with, your brand is critical not only to staying in business, but growing your business as well. Qualex can enable retailers across all segments – apparel, grocery, specialty, general merchandise, online and hardlines...

More

Qualex delivers gaming-specific BI, CRM and mobile solutions that define IT strategies drive systems selections and target business process and IT infrastructure review. Qualex’s enterprise solutions include Enterprise Intelligence Platforms that integrate individual technology components into a single, unified system. This results in an information flow that transcends organizational silos, diverse computing platforms and niche tools, while also delivering new insights to drive increased value for any organization. With our iQ-Gaming Data Model we provide consistent reporting and analytical platform for predictive analytics.

iQ-Patron™ Application

Qualex Patron Application provides the fastest and most responsiveform of communication with patrons ranging from casinos to hotels and restaurants. Enhance your patron loyalty by letting your patrons know you care. QPA features automated targeted SMS for patron campaigns; constantly keeping them updated on activities and events of interest increases loyalty.

iQ-Patron™ insures they are informed on the latest campaigns, events and special discounts. It also lets patrons know you remember them personally by sending them personal alerts such as birthday specials or anniversary offers. By offering not only bulk SMS and individual SMS sending options, QPA also schedules: automated SMS, promotional SMS, email forwarding and database integration. QPA sets the trend for a patron SMS applications.

**Some of our clients include:**



**Qualex projects with Seminole HardRock Casino, Galaxy Entertainment, Las Vegas Sands:**

* Implementing our iQ-Gaming data model
* Marketing Automation
* Slot & Table Game Tracking
* Slots & Table Floor Optimization
* Slot and Table game optimization
* Customer Retention

**Qualex Solutions Include: iQ-Support™**

**Qualex** **iQ-Support™** is an internet-driven solution for organizations that, after implementing software solutions, need additional support to maintain their system's operation. Qualex offers bundles of consulting hours from its specialized consultants in Data Integration, Data Warehousing Construction, Business Intelligence Reporting and Sophisticated Analysis. All these services are provided at a low cost, with high quality and maximum accessibility.

Casino Operations

Reporting & analysis that benefits Casino Operations:

* Slot Accounting Report
* Poker Data Reports
* Gaming Control Board Report
* Inactive Game Report
* Meters Report

Casino Marketing

Reporting & analysis that benefits Casino Marketing:

* Campaign Promotion/Offer Report
* Freeplay Report
* Monthly Gaming Analysis Report
* Room Report
* Player Card Use vs. Actual Play Report
* Daily Hotel Revenue Report
* Top 10 MSA Report

Player Development

Reporting & analysis that benefits Player Development:

* Dashboard(s)
* Patron Profit/Loss Report
* Patron Revenue Maximization Tracking Report
* Table & Slot Utilization Report
* Top Patrons Revenue Report
* Trips Report
* Hotel Stays Report
* Comp Report
* Theo vs. Actual Report
* Revenue Report by Geography / Demographics
* Inactive Players / Past Due Report
* Players Due Now Report
* Potential New Business Report
* Incliners/Decliners Report

Hotel and Hospitality

Reporting & analysis that benefits Hotel and Hospitality:

* Dashboard(s)
* Segment Value Report
* Total Property Value Report
* Bookings by Source Group
* Turn Down Tracking (web usage)
* Daily Report Package
* Daily Pickup Reports (by segment)
* Weekly Revenue Report Package
* In House Report
* Casino Utilization Report
* Pace Report
* Cash vs. Comp (by month and room type)
* Segmentation Analysis Reports
* Market Segment Pickup Report

Marketing

Reporting and analysis that would benefit Marketing:

* Dashboard(s)
* Additional Campaign Response reporting
* Marketing Response Result Reports
* Model Results for better future performance

Accounting

Reporting and analysis that would benefit Accounting:

* Daily Revenue Reports (showing Cash vs. Comp data)
* Comp Revenue Report
* Comparison of Events/Initiatives
* Comp Report per Person per Day
* Top 5 Names/Winners/Losers Report

**Service Commitment**

Once an issue concerning the use of software is reported, Qualex agrees to assign a resource to verify the issue. In critical issues (High), this resource will be assigned within specific pre-determined business hours and for regular issues (Low and Medium), the resource will be assigned within one business day.