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Introduction

This essay will investigate and focus on Grosvenor Casinos organisation. The aim is to seek in-depth information for a better understanding of the business performance and success.

It closely examines the company through a SWOT and PESTLE Analysis and explain the importance of Casino Operations.

Grosvenor Casinos Organisation

Well-established business since 1970, Grosvenor Casinos is one of the biggest and famous chains of casinos from the United Kingdom, with 8 clubs in London and over 50 in the entire country. The organization operates in the Gambling Industry sector of the leisure market. The brand offers a range of popular casino games retail, and digital channel. With various types of live games and digital, such as live roulette, blackjack, three card poker, punto banco, live poker rooms, slot machines, and electronic roulettes.

The parent organization of Grosvenor Casinos is The Rank Group, which has been entertaining experiences in Britain since 1937. The Group aim is to remain number one in the UK noted multi-channel operator, with strong brands such as Grosvenor Casinos which operates in Belgium as well, Mecca Bingo which is a leading operator of bingo clubs for the British market and Enracha gaming business which operates in the Spain market.

The Grosvenor Casinos mission stands in progress, evolving, and growth opportunity, providing customers a genuine multi-channel gaming offer.

The plan action is to increase focus on the customer, a significant growth opportunity of a digital business through Grosvenor One, drive cost efficiencies, and improve organisational capability. By increasing the focus in customers, the organization invest into people, product, technology, and facilities, focusing on diversity.

Emphasis on the revenue growth through a transformation plan started from 2020 to 2023 with further casino refurbishments for a safer gambling implement, ID scanner technology in any Grosvenor venue entrances, focal dashboards, implement self-serve tools to enable customers to set limits on slot machines.

The mission of Grosvenor Casinos is to become £1 billion revenue national gaming company by 2023, focusing to create a compelling multi-channel offering to customers, build digital capability and scale, continuously evolve Grosvenor venues, improving customer experience and committed to safe and fair gaming.

The purpose of the Grosvenor Casino The Rialto, based in Piccadilly is to work together as a team and to create exciting environments that reflect the changing needs and expectations of our customers, and colleagues, delivering stimulating and entertaining experiences every time, to excite and to entertain.

The values of the organization stand in STARS, values of service, teamwork, ambition, responsibility, and solutions.

Service is very important, starting with the customer and doing everything to deliver special service every time.

Teamwork and pulling together to perform at our very best.

Ambition, by challenging ways to do things and explore new ways to excite and entertain customers and outshine the competition.

Responsibility, by acting with the highest integrity and honesty in everything we do.

Solutions, by acting positively to get to the heart of problems quickly and find ways to solve the problems in a professional manner.

The customer is at the heart of our business, by understanding our customer behaviours and changing needs we can provide excellent service, also seek to attract new customers to the experience offered. Looking always for new ways to improve service and entertain customers. Entry to the casino is confined to persons of at least 18 years of age. The Rialto Casino applies a “think 25” policy. The customer target is anybody that is 18 years old, and above, we are offering various leisure experiences in a variety of live and online games in a safe and responsible environment. Operating in a responsible manner, making gambling safe as possible, and creating a good relationship with our customers or potential customers by offering membership cards, loyalty and reward programmes, promotions, and different offers each month.

With licentiate bars and restaurants in each club, Grosvenor Casino The Rialto London seeks to offer to our customers the best lifetime experience from the Gambling leisure market. Based heart of London’s West End, and recently refurbished in a French Renaissance style décor, the casino is hosting classic casino games such as roulette, blackjack, three card poker, punto banco, on the ground floor. The first floor is slots area with plenty of gaming options such as electronic roulette or popular slot games like Cleopatra and Lucky Ladies Charm with £10,000 jackpot machines for customer’s delight. The Backstage Bar is a perfect venue for light bites and drinks all night, away from the gaming floor. The mezzanine level is where local professionals, tourists, or general passers-by, are enjoying a glass of prosecco or a delicious cocktail. Open 24 hrs a day, Grosvenor Casino The Rialto London is the perfect day to night destination with gaming and entertainment at its heart.

The mission of the Grosvenor Casinos clubs stands in the customer service, creating the best experience with quality services, with over 6.5 million customers visits per year in venues and digital channels in 2019.

Grosvenor Casino The Rialto is committed to providing a safe gambling environment for its customers and observing customers that may be a problem gambling and advise them using a different approach and offer help, remains them to keep the game for fun and responsible.

The company believes that the training and development of its staff and Managers is a critical factor in the continued success and growth of the company. Offering opportunities to grow and develop as human and improving skills in our business industry. In Induction to the role, you will complete our very own Grosvenor Induction Programme which gives the background to the organisation, and an insight into the way we do business, information about brand values. The Induction is a part of the Departmental Induction Programme, to learn skills and behaviours required to complete Induction, but also to become knowledgeable in every area of the department. Grosvenor and Department Induction Programmes are designed to support employees through the Probationary Period.

In addition, the company offer a range of Technical Skills Training Programmes that allow the team with new skills in another department of the business. Dealer Development Programme offers necessary skills to ensure that customers receive the best experience in gaming. Annual or quarterly is conducted with the Line Manager an Appraisal, to understand that team is aware of the role and objectives in the company.

During these meetings are discussing the current process that is in line with job description and feedback from other Managers, moreover, future career plans.

Following the values of the organization that stand in STARS represented by values of service, teamwork, ambition, responsibility, and solutions. All staff members are responsible for giving a good service to their customers from all departments, offering help and high-quality service, wherever it is needed in the casino at any time, in a smart and a professional manner.

The customer service standards stand in the smile, eye contact, appearance, greet, knowledge, body language, customer awareness, professional approach and the high levels of engagement that our team members enjoy with customers. The success of the casino depends on our customer enjoying the 'Grosvenor Way', by providing a smile, a friendly and polite service at all time ensuring he customer return in the future.

“At its heart, the art of the management is the art of managing people” (Mullins and Christy, 2016, p3)

The Operational Management (OM) contributes directly to the casino success by understanding customer's needs, getting customer satisfaction and resolve the issues that may occur. Better communication on different levels and types of people may include verbal, writing or body languages skills to perform in the casino business efficient (Wyganowska, 2008). Directly responsible for the casino financial performance, as an OM increase the awareness in staff members about the policies and government implementations, acting at all time with integrity, honesty and knowledge promoting the mission and values of the casino. Overseeing the casino gaming operations, monitoring gamblers, employees, tables and slots gaming, or cheating behaviours on CCTV.

As an OM in Grosvenor Casinos The Rialto you must conduct many responsibilities and different tasks. OM is in charge with Human Resources Department, appraisals and reviews, Alpha file, GAP/MRP reports, disciplinaries or grievance, Gaming monthly (Prime), BI monthly and gaming meetings, P&L reviews. Also, internal audit actions, gamecard, game margins, PML training, major player training, underlying WP, playbook management and gaming T&D processes.

SWOT Analysis for Grosvenor Casino The Rialto, Piccadilly London

<i>STRENGTHS</i> • Customer service • Responsible gambling • Customer support • Welcome Bonus • Responsibility • Security • Marketing • Excellent location • Backstage Bar • Low prices	<i>OPPORTUNITIES</i> Digital business growth New customers ID scanner technology Home delivery for food and drink Create a multi-channel offer Develop venues Investing in brand and marketing
<i>WEAKNESSES</i> • Lack of motivation • Lack of communication • Teamwork • Remuneration	<i>THREATS</i> Local competitors Industry Environment Creditors Employees Customers Investors Mass media

PESTEL Analysis for Grosvenor Casinos The Rialto, Piccadilly London

Political

The company is acting under the Government Laws and implementations. Paying taxes and keeping outside corruption and money laundering, monitoring compulsive gamblers.

Economic

The casino has a positive impact on the economy, despite the economic downturn. Positioned in the heart of London, many tourists visit and play in our venue.

Social

Increase or decrease in the income of the customers could be an impediment for the income of the business.

Technological

Use technology to improve efficiency and customer experience.

Legal

Grosvenor Casinos The Rialto is working under regulations laws and is licensed by the Local Authority to provide gambling facilities. The casino is licensed by the Gambling Commission to operate gaming facilities, entertainment, and refreshment for customers in Great Britain, within the law.

- The casino is fully committed to maintaining the objectives of the Gambling Commission Act 2005, namely, to keep gambling fair, honest, and crime-free, and to protect children and vulnerable people from being harmed or exploited by gambling.
- The Casino is applying the 'think 25' policy, for entering the venue, customers must be at least 18 years of age, to comply with licensing requirements.
- The company must follow the 1998 Data Protection Act.
- Health and Safety Act.

Environmental

Climate change is a concern, and the company seeks sustainability in all the activities that undertake, to help the environment with less harm.

Conclusion

This essay is designed for a better understanding of the Grosvenor Casinos organisation. Based on literature review and work practice, I found out that the company is an established and success business in the Gambling Industry, offering a range of popular casino games retail, and digital seeking the customer entertaining and customer service.

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Appendix A

