



SERVICES & SOLUTIONS

GLOBAL EXPERTISE | LASTING VALUE

Independent advisory services for casino, gaming and hospitality operators.

CONTENTS

01 SECURITY & SURVEILLANCE

02 TABLE GAME OPERATIONS

03 ELECTRONIC GAMING

04 TRAINING & DEVELOPMENT

05 MARKETING

06 LOYALTY PROGRAMMES

07 POKER OPERATIONS

08 GAMING FLOOR DESIGN

09 FINANCE

10 COMPLIANCE & REGULATORY

11 INTERNAL AUDIT

12 PLAYER DEVELOPMENT

13 FOOD & BEVERAGE

14 ONLINE GAMING

15 CASHLESS GAMING

16 Contact

SECURITY & SURVEILLANCE

PREVENT. PROTECT. PERFORM.

Independent surveillance and security advisory support for modern casino environments. The service covers surveillance strategy, control-room operations, system architecture, policies, staffing, investigations, regulatory readiness and technology integration. Reviews are designed to protect customers, employees, assets and the integrity of gaming operations while improving operational efficiency, evidential standards and management oversight.

SURVEILLANCE OPERATIONS

Review control-room design, camera coverage, staffing models, shift structures, escalation routes, incident management and operating procedures. Support can include surveillance manuals, reporting standards, investigation protocols, evidence retention, handover routines and coordination between surveillance, security, gaming, cash desk and compliance teams. Operational reviews can also assess workload, response times, blind spots and management information.

Stronger oversight. Greater protection.

SYSTEMS, FACIAL RECOGNITION & KYC

Assess CCTV, video management, analytics, access control, incident-management systems and emerging surveillance technology. Facial recognition and KYC workflows can be incorporated to support identification, customer due diligence, watch-list management, excluded-person controls and risk-based monitoring, subject to applicable privacy, data-protection and regulatory requirements. Advice can include technology selection, integration, governance, access permissions and audit trails.

Smarter systems. Stronger assurance.

COMPLIANCE, INVESTIGATIONS & RISK

Develop surveillance governance, audit programmes and risk controls aligned with licensing, AML, responsible gaming and internal policy requirements. Support includes investigation quality, case files, evidence standards, exception reporting, suspicious activity escalation, fraud and collusion reviews, and preparation for regulatory inspection. Recommendations are prioritised so management can address the highest operational and regulatory risks first.

Compliance in practice. A safer business.

SECURITY & SURVEILLANCE SOLUTIONS FOR A STRONGER, MORE PROFITABLE BUSINESS

TABLE GAME OPERATIONS

CONTROL. EXPERIENCE. PERFORMANCE.

Operational advisory support across live table games, from day-to-day floor management through to full operating-model review. The focus is on balancing customer experience, game protection, labour productivity, game availability, premium service and sustainable revenue. Support can be applied to established casinos, performance-improvement programmes, expansions and new openings.

OPERATING MODEL & FLOOR MANAGEMENT

Review game mix, opening plans, table utilisation, pit structure, supervisory ratios, staffing deployment and management routines. Recommendations are built around customer demand, operating hours, service standards, premium play and commercial objectives. Analysis can identify where table availability, labour deployment or game mix is restricting revenue or creating unnecessary cost.

Sharper operations. Better control.

PROCEDURES, CONTROLS & GAME PROTECTION

Develop or review SOPs, table opening and closing procedures, chip and cash controls, fills and credits, game protection, dispute handling, dealer rotation, card and equipment controls and supervisory standards. Procedures are designed to be practical, auditable and suitable for the regulatory environment, with clear accountability and escalation points.

Robust standards. Reduced risk.

PERFORMANCE & CUSTOMER EXPERIENCE

Use drop, win, hold, occupancy, labour, average bet and customer data to identify performance opportunities. Support includes service standards, premium play, game pace, floor presentation, host interaction and management reporting. Performance frameworks help managers distinguish normal gaming volatility from operational issues requiring action.

Better decisions. Stronger results.

TABLE GAME OPERATIONS SOLUTIONS FOR A STRONGER, MORE PROFITABLE BUSINESS

ELECTRONIC GAMING

OPTIMISE. ENGAGE. GROW.

Advisory support for slot machines, electronic table games and related electronic gaming products. The service combines product strategy, floor optimisation, customer insight, operating standards and performance management to improve utilisation, engagement and return on gaming-floor investment while protecting customer experience.

PRODUCT & FLOOR STRATEGY

Review product mix, cabinet and game performance, denomination strategy, placement, zoning and floor configuration. Recommendations consider customer segments, traffic flow, visibility, adjacency, premium product, new releases and the balance between proven core content and innovation. Support can also cover replacement cycles and capital prioritisation.

Right product. Right position.

PERFORMANCE MANAGEMENT

Develop practical reporting around coin-in or stake, win, hold, occupancy, utilisation, theoretical performance, yield and product contribution. Identify underperforming assets and opportunities for conversion, relocation, denomination change, replacement or further investment. Reporting can be structured for daily, weekly and period reviews.

Clear insight. Faster action.

OPERATIONS & CUSTOMER EXPERIENCE

Strengthen jackpot procedures, hand pays, machine service, fault escalation, floor coverage, host interaction, promotional execution and customer-response standards. Align electronic gaming with loyalty, marketing and wider casino service delivery, with attention to responsible gaming and operational controls.

Better experiences. Greater value.

ELECTRONIC GAMING SOLUTIONS FOR A STRONGER, MORE PROFITABLE BUSINESS

TRAINING & DEVELOPMENT

PEOPLE. SKILLS. PERFORMANCE.

Comprehensive training and development solutions for casino and gaming businesses, covering technical capability, operational standards, customer service, compliance and leadership. Programmes can support induction, pre-opening, refresher training, performance improvement, succession planning and management development across multiple departments.

OPERATIONAL & TECHNICAL TRAINING

Create role-specific programmes for dealers, supervisors, cash desk, slots, hosts, reception and operational teams. Training can cover technical skills, procedures, game protection, customer service, responsible gaming, AML awareness and compliance requirements. Materials can include trainer guides, participant workbooks, assessments and competency sign-off.

Skilled teams. Superior experiences.

LEADERSHIP DEVELOPMENT

Develop supervisors and managers through practical modules covering communication, coaching, performance management, decision-making, commercial awareness, employee engagement, conflict management and operational leadership. Programmes can be tailored to first-line supervisors, middle management and senior operational leaders.

Stronger leaders. Stronger results.

BESPOKE PROGRAMMES & ASSESSMENT

Build tailored training plans, competency frameworks, assessments and refresher programmes around the operator's procedures, regulatory environment and business priorities. Training-needs analysis can identify capability gaps and establish measurable development plans. Delivery can be classroom, on-floor, workshop-based or blended.

Practical training. Real impact.

TRAINING & DEVELOPMENT SOLUTIONS FOR A STRONGER, MORE PROFITABLE BUSINESS

MARKETING

STRATEGY. ENGAGEMENT. GROWTH.

Commercially focused marketing advisory for casinos and gaming businesses. The service links customer insight, segmentation, promotional planning, communications and performance measurement to create activity that increases visitation, acquisition, frequency, spend and long-term customer value while maintaining disciplined reinvestment.

STRATEGIC PLANNING & SEGMENTATION

Develop marketing strategy, annual calendars, customer segments, value propositions and campaign priorities. Planning can be aligned with gaming capacity, seasonality, local competition, events, customer lifecycle and wider business objectives. Segmentation can use value, behaviour, frequency, recency and product preference.

Clear strategy. Greater results.

CAMPAIGNS, EVENTS & COMMUNICATION

Support promotional mechanics, events, offers, creative concepts and multi-channel customer communications. Activity is structured around clear commercial objectives, operational feasibility and a strong customer proposition. Support can include promotional terms, event calendars, direct marketing, CRM journeys and cross-department execution plans.

Compelling campaigns. Stronger engagement.

MEASUREMENT & OPTIMISATION

Establish campaign evaluation using visitation, response, incremental revenue, reinvestment, player value, redemption and ROI measures. Use results to refine targeting, offers, frequency and future marketing investment. Reporting can distinguish activity that drives genuine incremental behaviour from activity that simply rewards existing spend.

Measurable impact. Sustainable growth.

MARKETING SOLUTIONS FOR A STRONGER, MORE PROFITABLE BUSINESS

LOYALTY PROGRAMMES

ENGAGE. REWARD. RETAIN.

Design, implementation and optimisation of casino loyalty and rewards programmes. The objective is to create a proposition customers understand and value while giving the operator stronger tools for segmentation, engagement, retention and commercially responsible reinvestment across gaming and non-gaming activity.

PROGRAMME DESIGN

Develop tier structures, qualification rules, points or earning mechanics, benefits, rewards, expiry rules and customer communications. Programme design is aligned to customer behaviour, value segments, competitive positioning and commercial objectives. Existing programmes can be reviewed for complexity, cost, customer relevance and breakage.

Tailored programmes. Greater loyalty.

IMPLEMENTATION & GOVERNANCE

Support technology requirements, operating procedures, launch planning, staff training, customer migration, controls and ongoing programme governance. Particular attention is given to ease of use, data quality, customer explanation, exception handling and consistency across departments and channels.

Effective implementation. Maximum value.

INSIGHT, RETENTION & VALUE

Use programme data to understand customer behaviour, movement between tiers, visitation, spend, product preference and reward utilisation. Develop targeted engagement that supports retention, frequency and lifetime value while controlling reinvestment and identifying customers whose behaviour is changing.

Deeper engagement. Sustainable growth.

LOYALTY PROGRAMMES SOLUTIONS FOR A STRONGER, MORE PROFITABLE BUSINESS

POKER OPERATIONS

EXPERTISE. EXPERIENCE. RESULTS.

Specialist advisory support for cash games, tournaments and poker-room operations. Services cover room strategy, game selection, tournament planning, staffing, procedures, promotions, customer experience and commercial performance for established rooms, new openings and event-led poker operations.

ROOM DESIGN & GAME SELECTION

Advise on room location, layout, table mix, game selection, limits, waiting-list management, cash handling and supporting facilities. The objective is an efficient environment that feels distinctive while remaining operationally controlled. Reviews can assess table utilisation, game demand and the relationship between poker and the wider casino floor.

Optimised environments. Stronger performance.

TOURNAMENT STRUCTURES & CALENDAR

Design tournament formats, structures, schedules, guarantees and event calendars. Planning considers player appeal, duration, staffing, table capacity, cost, prize structures and the relationship between tournament and cash-game activity. Support can include festival planning and operational run sheets.

Compelling tournaments. Greater engagement.

OPERATIONS, PEOPLE & PROMOTIONS

Review staffing, dealer standards, floor procedures, rulings, customer service, promotions and loyalty integration. Develop consistent operating practices that support a sustainable and commercially successful poker business, including cash controls, tournament registration, dispute handling and player communications.

Expert support. Lasting results.

POKER OPERATIONS SOLUTIONS FOR A STRONGER, MORE PROFITABLE BUSINESS

GAMING FLOOR DESIGN

FLOW. EXPERIENCE. COMMERCIAL VALUE.

Planning and optimisation of gaming floors to create an environment that combines customer experience with commercial performance. The approach considers customer flow, game placement, zoning, visibility, product mix, premium and VIP areas, cashier locations, surveillance, accessibility and supporting amenities.

FLOOR PLANNING & ZONING

Develop layouts that improve circulation, visibility and intuitive movement through the casino. Create appropriate relationships between tables, slots, electronic gaming, premium areas and non-gaming amenities. Planning considers entrances, sightlines, congestion points, service routes and customer dwell areas.

Smarter layouts. Stronger performance.

GAME PLACEMENT & PRODUCT MIX

Use customer behaviour, product performance and sightline analysis to determine where games should be positioned. Balance high-demand products, premium areas, new product, operational requirements and surveillance coverage. Recommendations can be tested against floor data and customer movement.

The right games. The right results.

PREMIUM AREAS & AMENITIES

Plan VIP spaces, cashier points, host areas, bars, F&B, reception and other amenities so they support rather than interrupt the gaming journey. Consider privacy, service delivery, security, surveillance and staffing throughout, creating premium environments without compromising operational control.

Better experiences. Greater value.

GAMING FLOOR DESIGN SOLUTIONS FOR A STRONGER, MORE PROFITABLE BUSINESS

FINANCE

CONTROL. CLARITY. PERFORMANCE.

Financial advisory support designed specifically around gaming and hospitality operations. Services strengthen budgeting, forecasting, management reporting, departmental accountability and commercial decision-making while maintaining focus on the operational drivers behind financial performance.

BUDGETING & FORECASTING

Build practical budgets and forecasts using gaming volumes, hold assumptions, visitation, labour, promotions, F&B; and other operating drivers. Scenario planning can assess different performance, investment or market outcomes. Forecasts can be linked to operational KPIs so managers understand what must happen to deliver the financial plan.

Clear plans. Better control.

MANAGEMENT REPORTING & KPI DESIGN

Develop concise reporting that connects financial results with operational KPIs. Dashboards and management packs can highlight revenue, margin, labour, reinvestment, departmental performance and key variances. Reporting is designed to support action rather than simply describe historical results.

Insight that drives action.

COST CONTROL & PROFITABILITY

Review labour, purchasing, promotional investment, operating expenses and departmental contribution. Identify efficiency opportunities that protect customer experience, compliance standards and revenue capability. Support can include departmental P&L; review, cost ownership and variance-management routines.

Smarter cost. Stronger margin.

FINANCE SOLUTIONS FOR A STRONGER, MORE PROFITABLE BUSINESS

COMPLIANCE & REGULATORY

INTEGRITY. CONTROL. CONFIDENCE.

Development and review of operational controls, policies and procedures to support regulatory compliance and responsible casino operations. The service can support established operators, licensing projects, pre-opening environments and businesses preparing for regulatory inspection, licence renewal or internal assurance review.

POLICIES, PROCEDURES & INTERNAL CONTROLS

Develop or review operational policies, SOPs, control frameworks and documentation across gaming, cash handling, customer management and supporting departments. Focus is placed on clarity, accountability, segregation of duties, evidence and practical implementation. Gap assessments can identify where documented controls differ from actual practice.

Stronger frameworks. Lower risk.

REGULATORY & LICENSING PREPARATION

Support licensing applications, regulatory reviews, gap assessments, action plans, document preparation and operational readiness. Help management teams translate regulatory requirements into workable processes and assemble evidence that demonstrates effective control, governance and management oversight.

Prepared operations. Greater confidence.

RESPONSIBLE GAMING, AML & KYC

Review responsible gaming, AML, customer due diligence and KYC processes, including risk assessment, escalation, record keeping, monitoring and staff responsibilities. Controls can address source-of-funds or source-of-wealth processes where applicable, transaction monitoring, customer interaction and management reporting.

Compliance in practice. A stronger business.

COMPLIANCE & REGULATORY SOLUTIONS FOR A STRONGER, MORE PROFITABLE BUSINESS

INTERNAL AUDIT

ASSURANCE. INSIGHT. IMPROVEMENT.

Independent operational reviews designed to identify weaknesses, control gaps and opportunities for improvement. Audits can be targeted to specific departments or structured as broader reviews across gaming, cash handling, compliance, asset protection, finance and operating procedures.

OPERATIONAL REVIEWS

Assess how procedures operate in practice, not only how they are documented. Review consistency, supervision, exception handling, accountability and areas where operational risk or inefficiency may be developing. Interviews, observation and sample testing can be combined to build a practical picture of control effectiveness.

Clear insight. Stronger operations.

CONTROL & COMPLIANCE TESTING

Test financial controls, cash handling, chip controls, access, reconciliations, asset protection and selected compliance processes. Findings can be prioritised by risk with practical recommendations, management actions, ownership and target completion dates.

Robust controls. Reduced risk.

GAMING & REGULATORY ASSURANCE

Tailor audit programmes to table games, slots, poker, surveillance and regulatory requirements. Support documentation review, evidence testing, follow-up actions and readiness for external or regulatory scrutiny. Repeat reviews can measure whether agreed improvements have been embedded.

Compliance in practice. Lasting assurance.

INTERNAL AUDIT SOLUTIONS FOR A STRONGER, MORE PROFITABLE BUSINESS

PLAYER DEVELOPMENT

ACQUISITION. LOYALTY. SUSTAINABLE GROWTH.

Structured player-development strategies focused on acquiring, retaining and growing valuable customer relationships, particularly across premium and VIP segments. The approach combines segmentation, host activity, service, offers, relationship management, analytics and appropriate commercial controls.

ACQUISITION & SEGMENTATION

Identify target segments and develop acquisition approaches around player profile, geography, behaviour and potential value. Establish qualification criteria and conversion strategies for premium and VIP customers. Support can include prospect pipelines, referral processes and host acquisition objectives.

Targeted acquisition. Higher-value players.

RETENTION & RELATIONSHIP MANAGEMENT

Develop host portfolios, contact strategies, service standards, customer plans and retention routines. Create clear ownership of valuable relationships and improve consistency across the customer journey. Management routines can track contact quality, dormant players, reactivation and portfolio performance.

Stronger relationships. Greater loyalty.

PLAYER VALUE & SUSTAINABLE DEVELOPMENT

Use visitation, theoretical value, actual performance, reinvestment and behavioural insight to identify growth opportunities. Support responsible, controlled decision-making around offers, benefits and customer development, ensuring commercial investment is appropriate to value and risk.

Sustainable growth. Responsible operations.

PLAYER DEVELOPMENT SOLUTIONS FOR A STRONGER, MORE PROFITABLE BUSINESS

FOOD & BEVERAGE

SERVICE. EXPERIENCE. PROFITABILITY.

Casino-focused food and beverage advisory that connects hospitality delivery with the wider gaming experience. Support can cover concept, menus, operating standards, staffing, cost control, service design and the role of F&B; in loyalty, VIP service, events and customer retention.

CONCEPT, MENU & CUSTOMER OFFER

Review outlet concepts, menu structure, pricing, service formats and customer proposition. Align the F&B; offer with target customer segments, operating hours and the overall casino brand. Consider complimentary service, premium dining, bars, quick-service and event requirements.

Relevant offers. Better experiences.

OPERATIONS, PEOPLE & STANDARDS

Develop service standards, staffing plans, shift routines, opening and closing procedures, quality controls and management responsibilities. Improve consistency while maintaining practical operating discipline. Training and performance measures can be built around the desired service proposition.

Consistent service. Stronger delivery.

COMMERCIAL PERFORMANCE & INTEGRATION

Review purchasing, food cost, labour, pricing, margin and promotional reinvestment. Integrate F&B; with loyalty, VIP hosting, events and gaming promotions to improve customer value and business contribution. Reporting can separate strategic reinvestment from avoidable cost.

Better control. Stronger profitability.

FOOD & BEVERAGE SOLUTIONS FOR A STRONGER, MORE PROFITABLE BUSINESS

ONLINE GAMING

STRATEGY. INTEGRATION. GROWTH.

Advisory support for the development and integration of digital gaming operations. The service can cover online casino strategy, operating model, customer experience, acquisition, retention, digital loyalty, responsible gaming and the relationship between online and land-based gaming.

DIGITAL GAMING STRATEGY

Define the role of online gaming within the wider business, including target customers, proposition, product priorities, operating model and commercial objectives. Support can extend to pre-launch planning, partner evaluation, governance and the development of management KPIs.

Clear strategy. Stronger performance.

CUSTOMER EXPERIENCE & DIGITAL LOYALTY

Review acquisition journeys, onboarding, KYC, retention, CRM, promotions and loyalty. Develop approaches that increase engagement and lifetime value while supporting responsible gaming and compliance. Customer journeys can be reviewed from registration through deposit, play, reward, withdrawal and reactivation.

More engaged players. Greater lifetime value.

OMNICHANNEL INTEGRATION

Create stronger connections between digital and physical casino experiences through shared customer insight, loyalty, communications and service. Identify opportunities for a more seamless journey across channels, while respecting regulatory, data and operational boundaries.

Connected experiences. Greater opportunity.

ONLINE GAMING SOLUTIONS FOR A STRONGER, MORE PROFITABLE BUSINESS

CASHLESS GAMING

SAFE. SEAMLESS. SUSTAINABLE GROWTH.

Strategy and implementation support for cashless gaming environments, including digital wallets, account-based play and integrated payment solutions. The service considers customer convenience, operating processes, system integration, compliance, transaction monitoring, adoption and the wider effect on cage and gaming-floor operations.

CASHLESS STRATEGY & CUSTOMER JOURNEY

Define objectives, customer use cases, wallet or account functionality, funding journeys and rollout approach. Assess how cashless gaming should interact with existing casino processes and customer segments. Consider onboarding, authentication, funding limits, redemption, customer support and adoption barriers.

Modern payments. Better experiences.

OPERATIONAL & SYSTEM INTEGRATION

Review integration with casino management, loyalty, cage, finance and transaction-management systems. Develop procedures for funding, redemption, exceptions, reconciliation, support and operational controls. Map responsibilities across operations, finance, compliance, IT and customer service.

Seamless integration. Greater efficiency.

COMPLIANCE, RISK & ADOPTION

Build frameworks for KYC, AML, transaction monitoring, responsible gaming, security and customer support. Develop staff training and customer communication to encourage adoption while maintaining control. Implementation planning can include pilots, testing, issue logs and post-launch review.

Secure operations. Stronger customer loyalty.

CASHLESS GAMING SOLUTIONS FOR A STRONGER, MORE PROFITABLE BUSINESS

GLOBAL EXPERTISE | LASTING VALUE

TELEPHONE

00 306944718467

EMAIL

info@goslingadvisory.co.uk

WEBSITE

www.goslingadvisory.co.uk
