



HOW ANGEL OF THE WINDS Uses Facial Recognition to Understand Its Customers



Metrics

With eConnect, Angel Of The Winds catches the majority of bad actors — a night-and-day difference from its prior processes.



Meet Angel Of The Winds

[Angel Of The Winds Casino Resort](#) is owned by the Stillaguamish Tribe, which opened the “world’s friendliest casino” in October 2004 on its tribal land. A community-oriented group, the Stillaguamish Tribe reinvests the casino’s profits into local organizations, such as Stanwood Camano Island Food Bank, Darrington and Oso Fire Departments, Arlington Boys and Girls Club, and more.

All major gaming venues have to be vigilant about the activities on their properties. Therefore, Angel Of The Winds knew it needed to make the best decisions up front with regard to security and surveillance efforts. In-person security team? Surveillance technology? Maybe a combination of both? Angel Of The Winds started thinking about how to best meet its needs.

THE PROBLEM

Inefficient Manual Security

Angel Of The Winds was starting to fall behind on security and surveillance, resulting in lower efficiencies and reduced ID accuracy. Prior to facial recognition and POS management, the casino's security team was responsible for visually recognizing patrons, so they were keen to explore cutting-edge technologies that could improve their capabilities and close any gaps.



Example: Security personnel were responsible for ensuring that excluded players did not enter — and ejecting them if they did. This was a manual process that required security to study “mug books.”

Angel Of The Winds did have an ID scanning program, but didn't use it to its full potential because it wasn't tied to an advanced facial recognition system. The casino admits that in hindsight it missed a lot of bad actors because it didn't ID everyone (only guests who looked under 30).

The casino was falling behind, so management and security teamed up to find the right solution to protect their operations. Facial recognition was the clear choice. Unfortunately, Angel Of The Winds started off with a vendor and ID system that couldn't fully address their needs. Pictures weren't matching accurately, which enabled individuals on watch lists to go undetected.

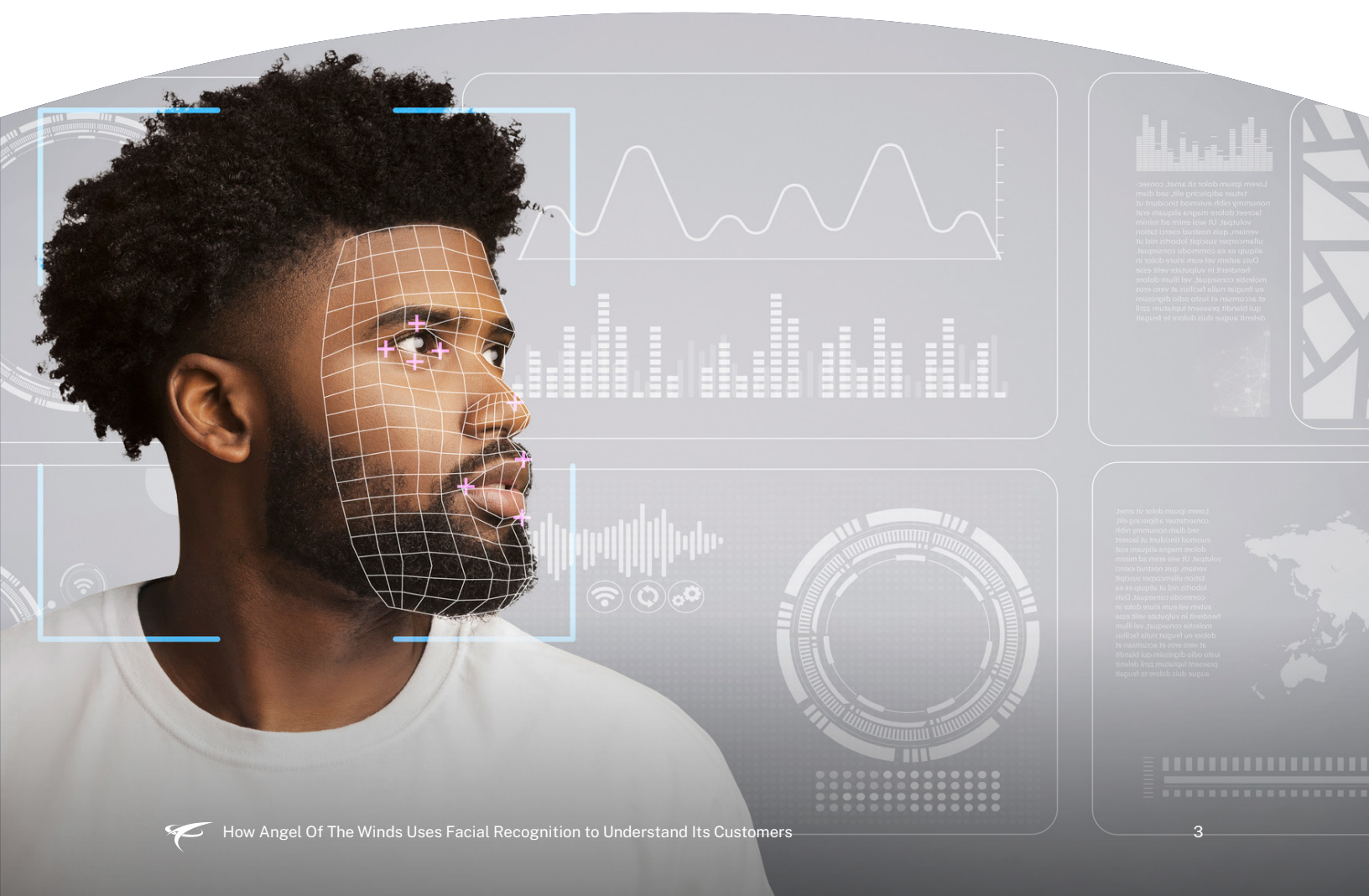


THE SOLUTION

Accurate Facial Recognition Technology

The first system may not have solved Angel Of The Winds' challenges — but the casino knew its security needs were too important to give up on. After additional research into alternate solutions, Angel Of The Winds selected eConnect to make improvements.

A top priority for the casino in its search was a company that could provide accurate facial recognition, so it was easy to choose eConnect when Angel Of The Winds discovered its facial recognition capabilities. The casino already had a history of success to draw from, too, having used eConnect for POS and received a vote of confidence from the director of security, who was familiar with the company.





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Rather than manually looking into flagged individuals, the eConnect platform automates the process, letting Angel Of The Winds know of any issues and helping to classify them into different groups. Thanks to these notifications, each group may set off a specific alert to parties who need to know, such as:

- ✓ VIP alerts, so players can be greeted by the player development team
- ✓ Excluded patron alerts, so the security team can quickly escort them out
- ✓ Close watch list, for guests who aren't yet banned but need to be followed
- ✓ Special alerts for the tribal gaming group, security department, and surveillance

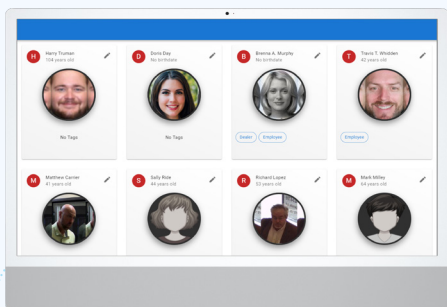
THE RESULTS

World-Class Facial Recognition and Unexpected Extras

Angel Of The Winds has gladly used eConnect's POS Connect product and facial recognition features since 2019. POS Connect provides the security team with video for each transaction, and facial recognition provides accurate IDs from a system that also makes it easy to move or add a camera.

Once it started using eConnect's facial recognition solutions, Angel Of The Winds began to see a night-and-day difference from its prior processes. "It's really been a game changer," said Brad, the casino's technical manager. Angel Of The Winds uses facial recognition at entrances, getting extremely high-quality photos. Paired with human insights, the platform stands up to any security and surveillance challenge.

But it isn't just the technology that Angel Of The Winds has been pleased with—it's all the extras that make eConnect a trusted partner.



Support

Angel Of The Winds gets total support from eConnect for any hiccups with the system, as well as insights on how to best use the platform. Whether it's a daily chat or a weekly check-in, eConnect is always there.



VIP Insights

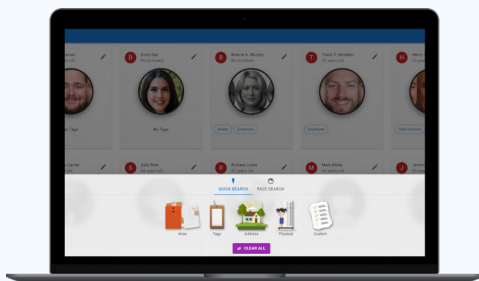
Thanks to eConnect, Angel Of The Winds can focus on the customers who matter most: VIPs. The casino has the capability to tier VIPs based on their activity, from average spend to visit frequency.

The casino can also easily learn how each VIP spends their money. VIPs in higher tiers can be recognized more quickly, allowing Angel Of The Winds to reinvest in them accordingly — from comped drinks to special access to VIP areas.



Crime Alerts

eConnect flags “be on the lookout” (BOLO) notices of criminal activities from local authorities. As a result, casinos like Angel Of The Winds can be better prepared in the event that they come into contact with suspects, or even get a jump on identifying them before they have a chance to come (back) into the venue.



Example: Angel Of The Winds received a BOLO alert with a home video and picture of a suspect who stole a car and tried to rob a casino. Once the casino received the email, it ran the images through facial recognition and knew his ID within three minutes — complete with his visit history to Angel Of The Winds and vehicle information.

THE FUTURE

Continuous Improvement and Education

COVID-19 threw an early wrench into the casino's plans for positioning and deploying entrance cameras. As a result, Angel Of The Winds continues to refine its entryway security with facial recognition, and is pleased every day with the progress it makes with eConnect.

Angel Of The Winds is excited about where its facial recognition journey is headed. The casino is looking forward to taking greater advantage of eConnect University, a feature that's been piloted by the observation team.

Angel Of The Winds sees the greater picture and has big hopes for the future of the eConnect platform as well. The casino looks forward to features such as expanded enrollment and unenrollment and the benefits that come along with a growing image database. eConnect works tirelessly to update and improve our solutions every day, bringing the platform closer to perfection with each iteration to better serve Angel Of The Winds and all eConnect customers.



eConnect can help you figure out what might be the right fit for your venue! Get in touch to schedule a demo and discover the possibilities.

[Request a Demo](#)



(702) 523-8786