



HOW A LARGE WEST COAST CASINO Increased Security During the Pandemic



Metrics

In a very short time, facial recognition and license plate recognition have enabled one of the largest casinos on the West Coast to make approximately 70 arrests and ban more than 1,000 bad actors.

SITUATION

No Facial IDs or Historical Data

A prestigious, AAA Four Diamond Award-winning resort and casino in California wanted to secure the property. After all, this venue could see more than 25,000 cars come and go during peak times. In this venue, numerous security risks pop up every day, but theft is a major concern — whether it is theft against the property or theft against customers.



Example: In one situation, a gentleman was on the gaming floor when two women struck up a conversation with him. Unfortunately for him, their goal was to pickpocket, and as one woman made small talk, the other pilfered his wallet.

What the casino was missing at the time was identity management capabilities and access to historical data. When patrons came in, the venue could only see limited data from the day they visited.

So the business started thinking about ways to avoid situations like this, and facial recognition emerged as the clear winner. Previous bad actors had gotten away with scams and crimes, but facial recognition began to close that gap and enabled the venue to prevent and discourage repeat offenders from coming back time and time again.

License plate recognition (LPR) and facial recognition technology enable the casino to more efficiently protect the operation every day with insights never before possible. With facial recognition, their camera system operates more efficiently throughout the resort to enhance back-end monitoring and reviews of table games, player interactions, and point-of-sale (POS) terminal management.





THE SOLUTION

Facial Recognition Meets License Plate Recognition

The casino began exploring ways to improve its camera system by using artificial intelligence to implement [facial recognition](#). Like all casinos, this venue is required to report on suspicious financial transactions that might involve money laundering. As a forward-thinking casino, it understood that technology can provide human operators with powerful tools to simplify the task of identifying and reporting problems. Adding facial recognition capabilities to its existing process of reviewing IDs could help security quickly catch bad actors, reduce crime, and reveal trends. The casino turned to eConnect for a solution to get broader insights into its Know Your Customer (KYC) activities.

With eConnect, the casino can:



Search video using facial recognition to see how many times an individual has been on the property.



Get insights into activities from previous days, weeks, and months.



Receive alerts when banned bad actors show up on the property.



With eConnect's LPR tool, Plate Connect, results are instantaneous, and you can match IDs and loyalty system data with license plates.



“Knowing that a suspect had been on property at various times during the previous weeks means that we can now review video for each of their recent trips,” said one staff member.

In addition to on-floor support, the casino has entrusted eConnect as its go-to for LPR solutions. After trying a separate vendor for LPR services, the venue knew eConnect was a better fit — especially given that the competitor system took 20-30 minutes to analyze and match plates to IDs! With eConnect's LPR tool, Plate Connect, results are instantaneous, and you can match IDs and loyalty system data with license plates.

THE RESULTS

Crime Control and Swift Data Review

The casino began its journey with eConnect years ago, but the start of the pandemic in 2020 required an even more vigilant approach. Since that time, the LPR and facial recognition modules have experienced spectacular results. With facial recognition alone, the resort has doubled — or even tripled — the number of bad actors it has been able to catch and has banned or prosecuted each accordingly.

Adding LPR services to the mix provides them with so much more. The casino can see “big-picture” data — whether that’s in the form of statistics or identity information — and respond quickly and professionally. With this data in hand, the casino can filter out a few would-be criminals from the masses every week. Recording license plate information also makes it easier to identify these bad actors, even if there are no usable images of the people to start from.

Major Successes Using eConnect:



Approximately
70 arrests to date



Removal of 1,000 people
who shouldn't have been
on the property



Thanks to eConnect, the casino’s investigations are more efficient overall. With facial recognition and LPR running in the background at all times, the venue spends less time reviewing information because visitor data is logged in the system and only takes minutes to review.

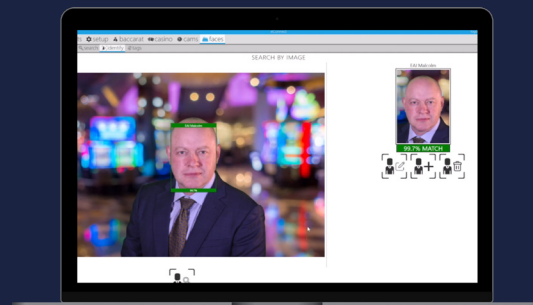


THE FUTURE

Powerful, Limitless Benefits

From the casino's perspective, working with eConnect has been nothing short of amazing. The eConnect team quickly responds to product requests and offers 24/7 support. If a red flag needs someone to take action and respond, eConnect is on it.

With the results achieved so far from these powerful solutions, the venue envisions a bright future ahead:



“What has provided us the most benefit is understanding the massive potential of this type of software and where these types of technologies are going to be heading in the future. What truly makes eConnect’s implementation of this technology work so well is how it indexes every face so that there’s an immediate wealth of data available to the user, and we’d like to see that innovation continue to influence the user interface.”



The resort is safer and better run because of facial recognition — so much so that it has become a strong advocate for the technology, recommending its deployment in other industries, from retail to airports.

A few words of advice from the surveillance agents' user experience? With facial recognition, "you will get out what you put in." So pay close attention to how you set it up, and take advantage of eConnect's library of training resources!



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