

# How Everi leverages service data to help customers succeed



Everi, an industry-leading financial technology, casino solutions and casino gaming company, is currently digitally transforming its field service operations. Everi offers best-in-class cash access, regulatory compliance, casino efficiency, mobile, and slot product solutions. Its unique product portfolio spans every touch point of a casino patron and allows for a seamless experience to follow a patron.

Everi's mission is to lead the gaming industry through the power of people, imagination, and technology. As one of the largest suppliers of technology solutions for the casino floor that also has an expanding focus in adjacent industries, the award-winning company's commitment is to continually develop products and services that provide gaming entertainment, improve its customers' patron engagement, and help its customers operate their businesses more efficiently.

Everi (which also provides technology offerings for sports and entertainment venues) operates over 16,000 state-of-the-art gaming machines in addition to thousands of FinTech devices in the field and processed more than 144.3 million financial funding transactions in 2023 alone.

To drive its data strategy, Everi turned to ServiceMax to create a better UI for its technicians, improve productivity and collaboration with other teams across the organization, and ensure the right data is being collected to enhance the analytics.



## The challenge

Everi supports customers all over North America, Australia, and certain other international markets. The company focuses on two business segments: manufacturing and producing themes and titles for gaming experiences and financial technology solutions that bring security, utility, and efficiency to the gaming floor. Uptime and asset information are therefore key.

In particular Everi looks to provide casino customers with a product suite that makes their job easier to complete at a high level, while ensuring the patron experience is excellent. The company's products and services are designed to solve the challenges surrounding casino and entertainment environments such as large volumes of cash handling, customer loyalty and marketing programs, and a high-end customer experience.

Certain jurisdictional regulations prohibit Everi from having access to asset information remotely, which caused a lack of visibility for the data science, engineering, and product teams. Everi knew where and at what properties their machines were located, for example, but the teams didn't have any further information, such as what types of machines were being used, how long they had been at the property, and what kind of games and sub-components were installed on them.

It was also important for Everi to balance the demands and expectations of its field service team with the adoption and utilization of technology. Understanding if their targets for growth were achievable with their current staffing levels and the location of their assets would improve staff retention and ensure effective staffing in certain areas.



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**Michael Spada**, Vice President, Chief of Staff, Games, Everi

## >> Customer Quick Facts

### INDUSTRY:

Gaming, FinTech, and Loyalty Solutions for Casinos

### SIZE:

Around 2,300 Employees

### HEADQUARTERS:

Las Vegas, Nevada

### WEBSITE:

<https://www.everi.com/>

### AWARDS:

- Payment Solution of the Year (2023 Global Gaming Awards)
- Best Consumer-Service Technology, Gold: Everi Mobile App (GGB Gaming & Technology Awards)





Everi was looking for a way to increase collaboration across the company to move the product strategy forward, monitor performance, and also to continually evolve and productize the service organization, transitioning it from a cost to a profit center. Specifically, Everi wanted to understand how to drive data elements into meaningful KPIs to refine their customer service, decrease service costs, and – as a result – boost their revenue.

## The solution

By selecting ServiceMax to enhance field service operations, Everi was able to make several significant improvements:

### Full asset data visibility

ServiceMax's asset-centric approach and asset data visibility was a key driver in identifying what types of information Everi wants to capture, how to create accurate data sources, and how to communicate the data to the individual departments.

"Our assets are our bread and butter," explained Michael Spada, Vice President, Chief of Staff, Games at Everi. "We have physical machines in the field that without proper maintenance will have increased downtime. ServiceMax's asset-centric approach and incredibly rich feature set was therefore really compelling to us."

### Streamlined data capture and service operations for all personnel

ServiceMax helps Everi automate and streamline the data capture process for technicians, service leaders, and other parts of the business, ensuring the data is correct and providing visibility into all of the locations where the company has assets.

- ↓ Inventory Costs
- ↓ Truck Stock
- ↓ Admin Time
- ↓ Overtime
- ↓ Time to Train Technicians
- ↓ Time to Repair Assets

- ↑ Uptime
- ↑ Better UI
- ↑ Asset Performance
- ↑ Productivity/Collaboration
- ↑ Customer Satisfaction
- ↑ Profitability



"The data also challenged the operations team's assumptions and provided much better insights into the performance of their service business," Michael Spada remembered. "This in turn enabled us to provide our technicians with a much more seamless service approach and broader asset visibility. When they're sent out to a location, for example, they already know which machines are down, and which subcomponents need fixing, so they can come prepared with the right inventory."

## The results

Everi is just at the beginning stages of a predictive service model. Adaptability and flexibility are essential parts of the data strategy. The goal is to evaluate component lifespan and life cycles and use that data to understand the reliability of an asset and how much it degrades over time.

"If we monitor a bill validator, for example," Michael Spada pointed out, "we may come to the conclusion that its reliability decreases after 10,000 transactions. As a result, when the bill validator reaches 9,500 transactions, we can then automatically dispatch a technician to analyze and potentially swap out the component."

One key enhancement is the way deep insights into service data have influenced Everi's product direction and design. By connecting Product Lifecycle Management to Service Lifecycle Management through powerful asset data, Everi has managed to make their products more serviceable, which has resulted in numerous business improvements.

Overall, the digital transformation also reduced admin time, decreased overtime hours and scaled back the time invested to train technicians.

In the future, providing a more streamlined and predictive service organization will enable Everi to increase uptime further, drive asset performance, and offer additive service offerings to elevate the customer experience and ultimately optimize profitability.

Specifically, Everi aims to bring new value to casino operators through its on-premise mobile gaming offering and an enhanced mobile wallet, as well as expand into non-gaming sports and entertainment venues and other global gaming markets.