

A 3D rendering of several dice and a pair of dice on a red background. The dice are scattered, with some showing different faces. The lighting creates soft shadows on the surface below them.

**Transformation into a
new corporate culture.
Taking effective measures to
increase employee
satisfaction.**

 **STADTCASINO BADEN AG**



Inspire the world to play[®]



STADTCASINO BADEN AG

History



STADTCASINO BADEN AG

- Course hall was build in 1875
- Opening of the Slot Gaming Hall in April 1995
- Opening of the Casino in 2002
One of the first casions in Switzerland

PETER BLÖCHLINGER
VOM KURSAAL ZUM GRAND CASINO BADEN

**KURSAAL
GRAND CASINO**



House of Entertainment

- Extensive Entertainment program (>800 events)
- Restaurant "PLÜ" with 14 Gault Millau points, Restaurant Buggy, 3 bars and Club Joy
- Over 300'000 visitors per year
- Loyalty program GRANDWINNERS with over 30'000 members





Highest standards of player protection

- One of the highest standards of player protection in the world
- Development of our own social concept with the University of Lucerne

Information +
Sensibilisierung

Früherkennung
Normal

Früh-
erkennung
Intensiv



A 3D rendering of several dice and roulette balls on a red background. The dice are scattered, with one prominent die in the upper right. The roulette balls are in the foreground, some appearing to be in motion or about to land. The overall scene is dynamic and suggests a transition from traditional casino games to modern technology.

From a classical Casino to a Tech Company



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Leader in Innovation

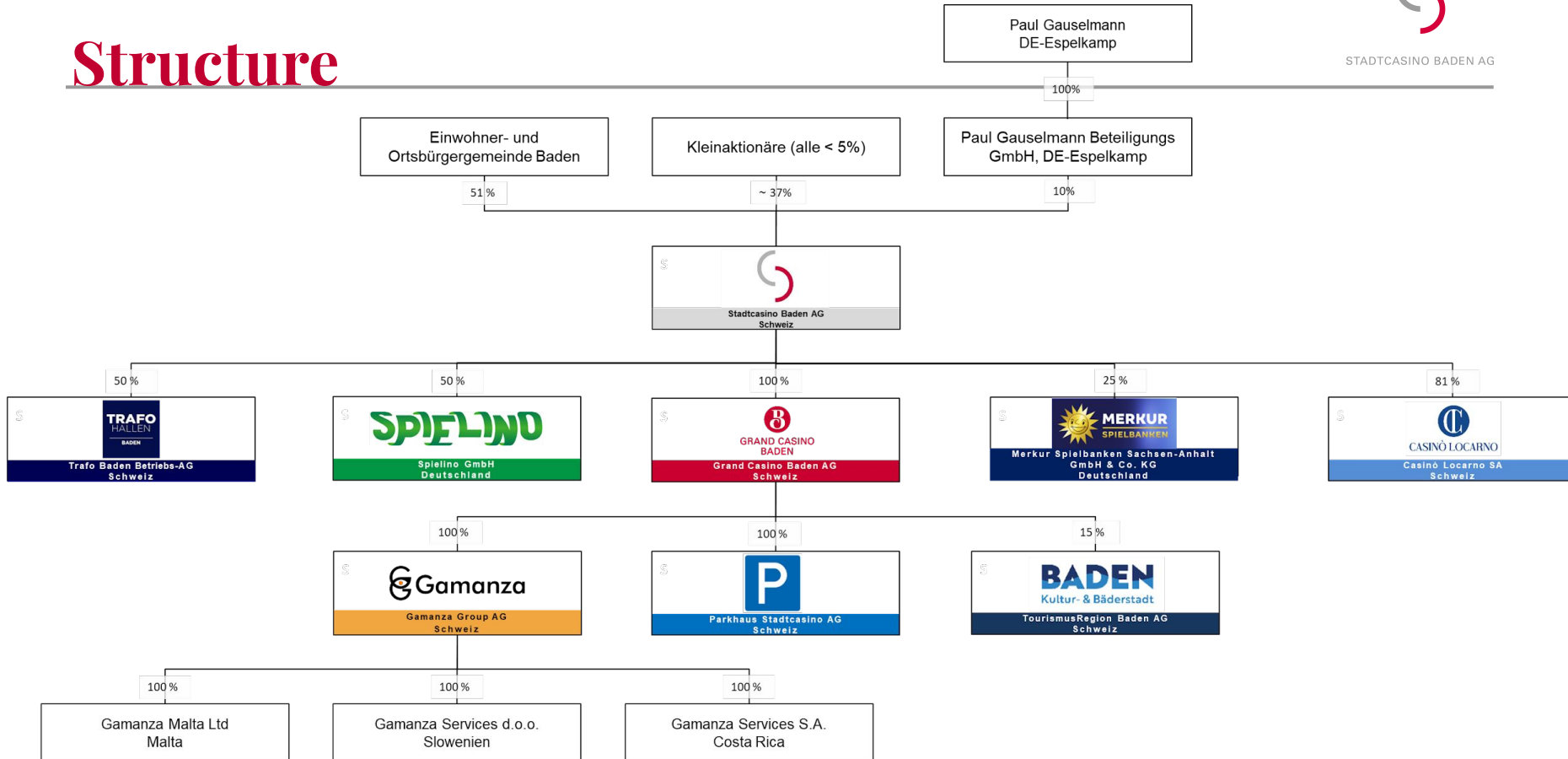
- First legal online casino in Switzerland with jackpots.ch
- Market leader in Switzerland with the online casino platform (Gamanza Group)
- Ongoing development of own gaming offers (e.g. Big Shot, Air Racer)



Structure



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The Challenges



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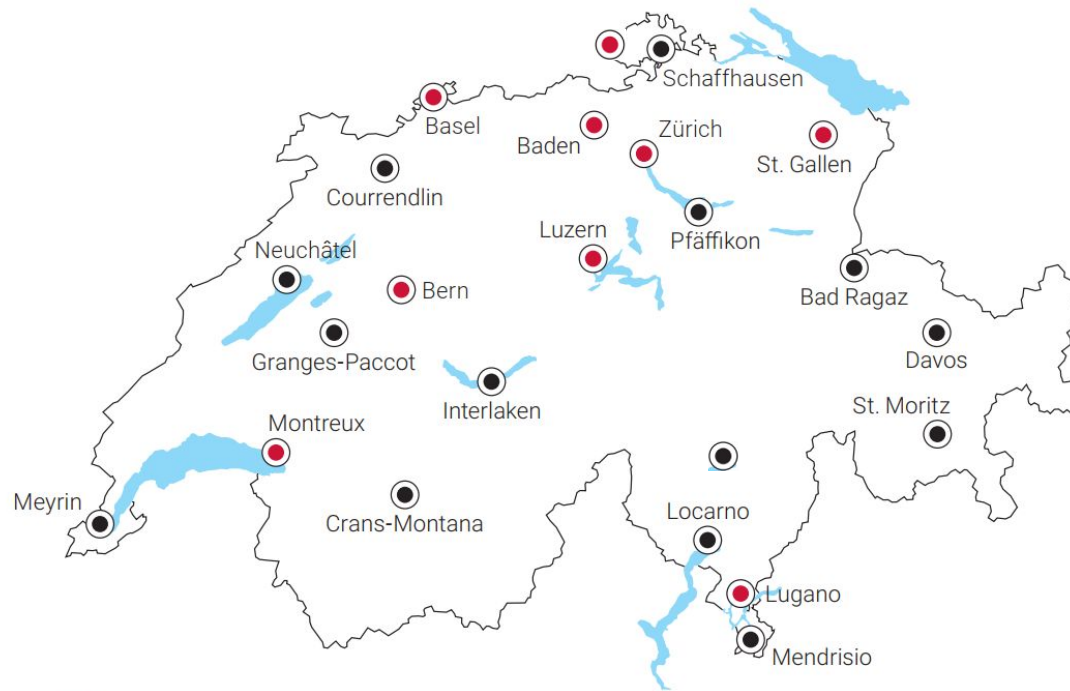
Internal Challenges

- Many long-time employees
- Influenced by old management culture and hierarchical thinking
- Set up a new Culture with new company values
- Uniting different brands and companies

Casino landscape Switzerland



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- Casinos mit A-Konzession
- Casinos mit B-Konzession



Concession phase

- Major strategic challenge in the years 2022 to 2025
- Old licenses for all casinos in Switzerland expire by the end of 2024
- Application submitted for new concession as of 2025
- Decision expected by the end of 2023

New Cooperation



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CAPPTOO



The mission



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Start and Mission

- Meeting in person – getting an impression
- Explaining current situation
- Similar survey to compare results
- Nice and fresh layout



Preparation

- Creating proposal with new look & feel
- Creating communication concept
- Presenting to Management Team
- Setting up a meeting for feedback
- Testing the survey
- Final discussion on wishes and timing

Implementation



- Presenting the company in Townhall Stream
- Announcing start of the survey few days before
- Sending invitation to survey through Screver
- Publishing an article on the same time on our intranet



The new survey



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Impressions



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Das Essensangebot für Mitarbeitende macht mich happy*



Du hast da wohl selbst noch nie gegessen?

Fast so gut wie Zuhause

Ich fühle mich ermutigt, Ideen und Verbesserungsvorschläge einzubringen*



Das habe ich aufgegeben

Heads Up! Wir sind auf Augenhöhe

Ich habe Handlungsspielraum für meine tägliche Arbeit*



So schlecht wie ein Nuller

So gut wie die 21 im Black Jack

Evaluation



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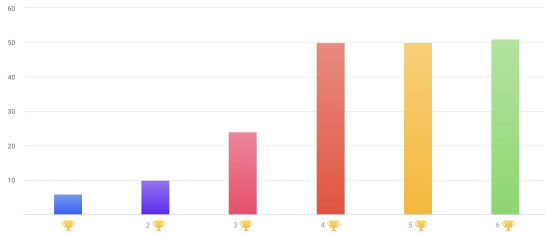




Evaluation

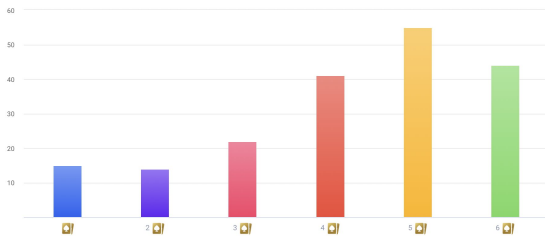
Question 15 | Linear scale

Ich habe Handlungsspielraum für meine tägliche Arbeit



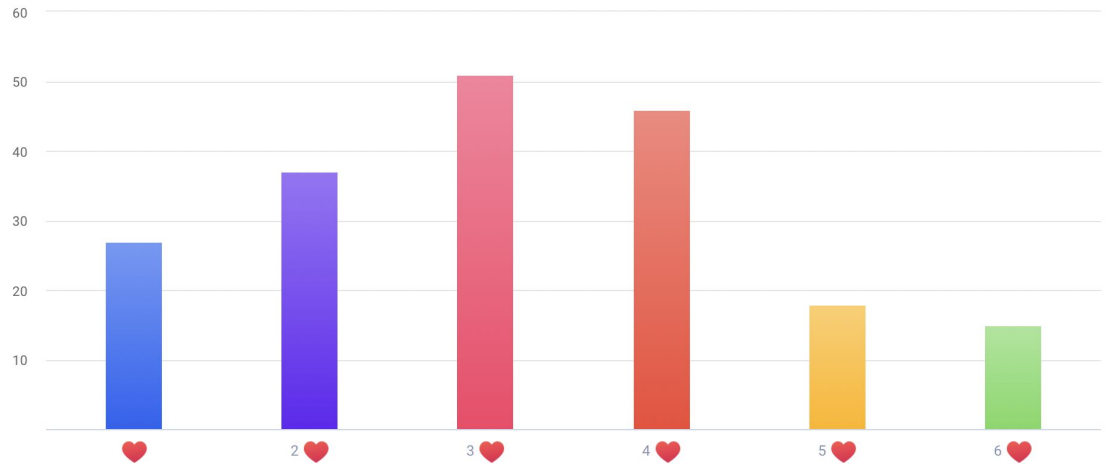
Question 16 | Linear scale

Ich fühle mich ermutigt, Ideen und Verbesserungsvorschläge einzubringen



Question 3 | Linear scale

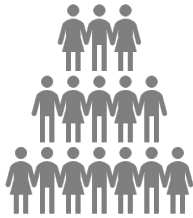
Das Essensangebot für Mitarbeitende macht mich happy



Summary



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Participation rate of 59 %
(+14%)



Completion rate of 97%



Reminder helped to improve
the participation rate



Success & Development



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Success Factors

- Length of survey
- Nice layout
- Good questions – better answers
- Great software
- Supporting communication



Development Opportunities

- Increase number of attendees
- Create courage for openness
- New survey frequency



Our plans



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We want more

- Implement Survey groupwide
- Use more options of the software
- Customer satisfaction





The journey continues...



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Follow us !



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GRAND CASINO
BADEN



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CASINÒ LOCARNO



Thank you very much!



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