



## *Case Study*

### Improving productivity saved one club \$8,000 per month

A Club with less than 100 gaming machines enjoys monthly revenue of approximately \$400,000. Average Wage costs have consistently been at 30% of total revenue.

Using Club Data Online (CDOL), a comparison to other Clubs in the **same region** with **similar number of gaming machines** showed that Average Wages % for such clubs was 25% of total revenue.

The club used CDOL market intelligence as a means of enhancing the culture of continuous improvement within the management team. The team set out to achieve a reduction in Wage costs in the areas of Administration, Beverage and Gaming without compromising customer service in the operational areas.

The Club was able to reduce overall Club Wages by 2%, or \$8,000 per month.

**ROI Summary:**                      **Club's CDOL Investment = \$790 per month**

**Additional Revenue = \$8,000 per month**

**Pay Back Period = Less than 3 days**