⌀ ferretly

Casinos

Case Study

In the highly competitive casino industry, every employee plays a crucial role in shaping the guest experience and maintaining the integrity of the brand. Whether it's corporate staff, back-end operations or frontline employees interacting directly with guests on the game floor or in food service, each person contributes to the overall success and reputation of the casino.

For roles that involve direct guest interaction, such as dealers, servers, and security staff, it is essential that employees are not only friendly and professional but also free from behaviors that could jeopardize the casino's reputation or safety. Screening for concerning behaviors like racism, violent tendencies, or rude behavior, increases vigilance against risks such as theft or dishonesty..

According to the **American Gaming Association** (AGA), guest trust and satisfaction are paramount in the casino industry.

A single instance of inappropriate behavior or misconduct—especially if shared on social media—can lead to significant reputational damage and financial loss. **Social media screening** can uncover red flags that traditional background checks might miss, providing a more comprehensive view of a candidate's character and behavior.

Ferretly's advanced AI technology can analyze up to 10 years of social media activity across platforms like Facebook, Instagram, Twitter, LinkedIn, Pinterest, Reddit and TikTok. Our system scans for a wide range of potential risks, including disparaging and prejudicial speech, discriminatory language, violent tendencies, theft, and other behaviors that could negatively impact your casino's brand or operations. This thorough analysis enables you to make informed hiring decisions that protect both your reputation and your guests.

By integrating social media screening into your hiring process, you can ensure that your casino staff exemplifies the professionalism and integrity that your brand stands for. Ferretly's intuitive cloud platform delivers consistent, unbiased, and efficient reports, helping you build a team that not only enhances the guest experience but also safeguards your business from potential risks.