

Turning Stone

RESORT | CASINO

Premier Resort Destination Delivers Exceptional Guest Experiences Powered by Integration Platform.



The Challenge

- Turning Stone planned to boost revenue and grow their customer portfolio through an intimate customer experience and robust loyalty program.
- Turning Stone needed to integrate and consolidate newly modernized core systems to provide real-time guest profile information in a single source record.
- Eliminate manual data entry processes.



The Solution

- Integrate systems with Neuron ESB, an intuitive, robust integration platform optimized for the Microsoft .NET platform that delivers seamless connectivity between systems.
- Connect content management system, lodging management system, spa, golf, entertainment and other systems to all points of contact.
- New single source record enables Turning Stone to centrally manage guest credentials.



The Benefits

- Created a single source record of all guest interactions and loyalty information giving Turning Stone a 360° view of guests from online to in-casino.
- Maximized investment in infrastructure with Neuron ESB integration platform suited to drive a long-term enterprise strategy and the foundation on which systems and apps can interact to handle future growth.

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Named a finalist in the 2014 “Condé Nast Johansens Awards for Excellence” and winner of “Premier Golf Resorts Gold Award Winner” in 2015 by Golf.com, New York-based Turning Stone Resort Casino offers world-class gaming, golf, entertainment, accommodations and spa facilities, and has earned AAA Four Diamond ratings for The Lodge, The Tower Hotel, and Wildflowers restaurant. The Oneida Indian Nation has achieved this success in tandem with their long standing values drawn from heritage and tradition.

The Challenge

Turning Stone Resort Casino had completed the first phase of a large modernization effort aimed at maintaining its stature as a premier upscale resort destination. Turning Stone’s \$15 million vision included a massive transformation of the casino floor, an upgrade of its gaming infrastructure and significant investments integrating core assets across the property. Together, these investments focused on the implementation of a highly attentive guest experience and 360-degree loyalty program intended to better personalize the gaming experience for each guest. Turning Stone’s goal was to reduce manual operations and grow the guest portfolio thereby boosting on-property revenue. Because efficiency and return on investment are key factors, Turning Stone wanted to avoid complex user interfaces or more extreme coding requirements.

The Solution

The Turning Stone team chose to partner with Neuron based on its groundbreaking communication solution for hospitality and gaming which Neuron has successfully launched at several Las Vegas properties. In addition to real-time delivery of guest events, such as check-in, dining, golf, etc., Neuron ESB features superior benefits of connectivity and highly configurable interfaces that enable Turning Stone to reduce its short and long-term integration and business workflow costs. Turning Stone’s content management system, lodging management system, spa, golf, entertainment and other third-party vendor systems connect through Neuron ESB, creating a single source record of all guest interactions and loyalty information. Every time a guest swipes a loyalty card, Neuron captures valuable insight to guest preferences that Turning Stone can leverage to track how and when guests interact with various resort amenities.



The Benefits

Empowered by Neuron ESB, Turning Stone can now better leverage real-time guest information. Guest loyalty and revenue are vastly improved through incentives and comps when delivered with individual attention. Neuron ESB not only enables Turning Stone to deliver special offers to guests in real time, it also allows guests at any of the resort’s on-site amenities to transact points and offers on the spot, offering a high level of service and customer attention. Comprehensively, the connectivity supplied through Neuron ESB is creating memorable experiences that will impress with its accessibility, and targeted rewards to keep guests coming back. Turning Stone is able to capitalize on the Neuron ESB platform for all hospitality and customer data integrations property-wide, creating an integrated resort experience where loyal customers are never far from that personal touch.