

Caesars Entertainment Las Vegas Resorts Elevates Customer Service with Ivy, Personalized Virtual Concierge Service

Leading artificial intelligence platform providing immediate response to guest inquiries rolled out to Caesars Palace and The LINQ Hotel & Casino

LAS VEGAS, Jan. 8, 2018 [/PRNewswire/](#) -- Caesars Entertainment (NASDAQ: CZR) properties in Las Vegas are using technology to enhance the guest experience with Ivy™, a 24-hour virtual concierge service. With additional rollouts to Caesars Palace and The LINQ Hotel & Casino over the summer, Ivy is now live in more than 6,000 rooms within Caesars Entertainment Las Vegas Resorts, making Caesars Entertainment the first major gaming company in Las Vegas to offer a widespread guest text messaging program with built-in artificial intelligence.

Ivy, created by Go Moment®, is the world's first automated guest engagement platform for hotels powered by IBM Watson. Caesars Palace and The LINQ Hotel & Casino are the latest Caesars Entertainment resorts to introduce guests to Ivy, which initially launched at the boutique Nobu Hotel at Caesars Palace and The Cromwell in December 2016. Ivy is expected to expand to Planet Hollywood Resort & Casino in February with planned rollouts to the remaining Las Vegas resorts in 2018.

"This technology allows us to elevate the guest experience and improve speed and efficiency, resulting in increased customer satisfaction levels and seamless experiences for our guests," says Michael Marino, senior vice president and chief experience officer for Caesars Entertainment. "Service is at the forefront of everything we do at Caesars Entertainment."

After check-in, guests who have provided a cell phone number for their reservation receive a welcome message from Ivy encouraging them to text her with any questions or requests.

Ivy allows guests to request the services they need to enhance their stay, all from their mobile device. Ivy can book dining, entertainment and spa experiences and facilitate housekeeping and maintenance requests. Ivy also surveys guests during their stay, which allows for quick recovery of unhappy guests in real time. Users may opt out of receiving messages from Ivy at any time.

While Ivy is an automated artificial intelligence system, a human touch is incorporated when Ivy cannot provide a confident response. In addition to the hotel front desk agents, a specially trained universal agent team is available to provide around the clock coverage to address requests or inquiries. The average resolution time for manual guest text messages is less than one minute.

Guests can continue to text with Ivy once they return home for common requests such as to obtain a copy of their folio or locate a missing item. Guests who engage with Ivy rated their overall experience an average of five points higher than guests who knew about Ivy but did not engage.

About Caesars Entertainment Corporation


Caesars Entertainment Corporation ("CEC") is the world's most diversified casino-entertainment provider and the most geographically diverse U.S. casino-entertainment company. Since its beginning in Reno, Nevada, 79 years ago, CEC has grown through development of new resorts, expansions and acquisitions and its portfolio of subsidiaries now operate 47 casinos in 13 U.S. states and five countries. CEC's resorts operate primarily under the Caesars®, Harrah's® and Horseshoe® brand names. CEC's portfolio also includes the London Clubs International family of casinos. CEC is focused on building loyalty and value with its guests through a unique combination of great service, excellent products, unsurpassed distribution, operational excellence and technology leadership. CEC is committed to environmental sustainability and energy conservation and recognizes the importance of being a responsible steward of the environment. For more information, please visit www.caesars.com.

About Go Moment®

Go Moment® created Ivy™, the world's largest chatbot for the hospitality industry. Ivy has served millions of guests, automatically answering 30 percent of customer service questions in 1 second. Besides automating typical service questions, Ivy™ routes complex requests and service issues to hotel staff for improved efficiency and delighted guests. Ivy™ can also book restaurant reservations, spa appointments, and other revenue-driving services. Ivy™, uniquely powered by IBM Watson's™ artificial intelligence technology, streamlines operations, increases satisfaction, and revenue for its hospitality clients.

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