

San Diego, CA (PRWEB) November 11, 2010

Wind Creek Casino & Hotel has become the first Alabama property to employ service-based [predictive analytics](#)

. Partner Stics, Inc. will provide technology, data analysis and consulting, enabling Wind Creek to

predict and act on key customer behaviors.

Wind Creek is one of three Alabama gaming properties owned by the Poarch Band of Creek Indians and operated by the tribe's gaming authority, PCI Gaming. The 57,000 square foot casino outside of the Gulf Coast city of Mobile offers the largest high stakes Indian Bingo in the South and features the newest state-of-the-art electronic gaming machines.

Brent Pinkston, VP of Marketing, commented, "Wind Creek caters to both locals and tourists. We've invested in the hottest gaming technology to keep each customer's experience fresh. Now we're applying technology in a different way: to understand customer behavior with state-of-the-art analysis. Our relationship with Stics makes our attraction and reward efforts even more strategic."

Jeremy McQueen, PCI's Director of Database Marketing said, "Stics' [marketing optimization](#) services will greatly enhance our customer relationships. We will integrate Stics predictive analytics solution into our current player tracking system and in-house business intelligence solution."

Stics will provide Wind Creek with detailed customer data analysis and advice from its Ph.D.-level economists and statisticians, combined with patented industry-specific technology. Predictive models to help Wind Creek optimize its marketing efforts will be delivered through highly efficient, cost-effective [Software-as-a-Service \(SaaS\)](#) .

"We're on a fast track," said Pinkston. "We're looking to be fully launched within 60-90 days. Initially we'll be deploying Stics' models to predict customer worth, upside potential, and attrition. But the flexibility to add functionality is important to us, and is one of many reasons we chose Stics."

Written by Administrator
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"As the largest casino in Alabama, with a sophisticated marketing team, Wind Creek sets a high standard," said Christy Joiner-Congleton, Stics President and CEO. "We're proud to contribute our predictive analytics expertise to their continued success. Our track record with other casino properties confirms that Stics Predictive Analytics will provide substantial incremental revenue gains at PCI Wind Creek."

About PCI Gaming Authority

PCI Gaming operates three Poarch Creek Indian gaming properties in Alabama: Wind Creek Casino & Hotel in Atmore; Tallapoosa Casino in Montgomery; and Riverside Casino in Wetumpka. Combined, these three properties operate over 3,000 Class II electronic bingo games. www.windcreekcasino.com/

About Stics

Stics is an innovative [predictive analytics company](#) providing customer insight that empowers clients to predict and rank customer value. Its best-of-breed models are delivered through highly efficient, cost-effective Software-as-a-Service (SaaS). This makes Stics the most affordable predictive analytics option available. Stics provides products/services for the casino and hospitality industry, as well as software providers, direct marketers, and government contractors. www.stics.com

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Alabama's Wind Creek Casino Chooses Stics, Inc. - San Francisco Chronicle (press release)

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