

IOT & Tech That Talks at the Water Cooler

Caesars Entertainment inspires team members to hydrate... contributing to BETTER WELLNESS and increased visibility around its CodeGreen Initiatives.



We are pleased to collaborate with Caesars Entertainment and use new types of technology to solve real world challenges.

Weekly Bottle Refills
Top Scorers by Volume (fl. oz.)

1.	@DJ-Thirsty	816
2.	@OnePaul	792
3.	@Lucky 53c	680
4.	@michaelconteras	520
5.	@TwoManujiD	480
6.	@venu9955	480
7.	@adoring_rama	468
8.	@sav3	460
9.	@Karan5	450
10.	@thirstyWanKenobi	432

Powered by thePoke



OPPORTUNITY

Employing mobile technology to gamify recycling and wellness!

Did you know that losing just 1 percent of hydration is enough to bomb your productivity by 12 percent? Drinking more water isn't always easy, but with help of QWASI, the Caesars Innovation and Emerging Technology team might've just found a way to keep more employees hydrating habitually.

We believe that IOT technology should be a fun, easy to adopt and create meaningful experiences that enhance peoples lives.

LEON SAMUEL

CHIEF EXECUTIVE OFFICER,
QWASI INNOVATION LABS

The brain is approx **85%** water, and brain function depends on having enough access to water.

When your brain is functioning on a full reserve of water, you will be able to think faster & experience greater clarity & creativity.

Benefits of drinking water include improved productivity, mind function and reduction in headaches.





SOLUTION

Cellotape's creative NFC tags gave analog water bottles an identity & QWASI gave it a life.

Caesars employees were able to authenticate their favorite water bottles with NFC enabled tags that gave them points every time they refilled that water bottle using the real-time monitor next to the water dispenser. The leader board updated with every refill to gamify health and hydration. Employees were engaged with conversational AI chatbots and machine learning that reminded participants to rehydrate by sending educational and fun facts about the importance of staying hydrated.

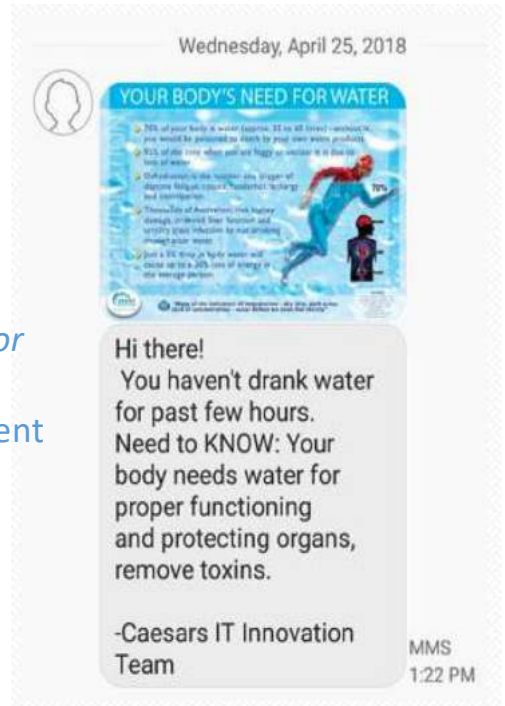
“Developing healthy drinking habits isn’t just a win for us; it’s a win for the environment.”

Rizwan Patel, Senior Director of IT, Caesars Entertainment



RESULTS

- More than 7,000 plastic bottles saved from waste since the pilot kick off
- Employees drank an average of 2,399 ounces per day
- With an average of 111 refills a day



SMARTPRODUCTS
“ANYTHING IS POSSIBLE”

About QWASI

QWASI is a technology innovation company working with leading brands to use real-time data to drive intelligent experiences. QWASI’s proprietary engine technology enables companies to define and innovate communication and IOT solutions, leading to experiences that create greater brand loyalty and increased revenue throughout the customer lifecycle.