

**Casinos Can Learn from IBM's Perspective
On the Importance of Customer Advocates**

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An IBM white paper has determined why customer advocates contribute to a company's success, and casinos could learn much from IBM's perspective on this matter.

The following tip is provided by Robinson & Associates, Inc., a customer service consulting firm to the gaming industry.

Tip:

“In an IBM white paper titled ‘Advocacy in the Customer Focused Enterprise – the Next Generation of CRM Done Right,’ authors Robert Heffernan and Steve LaValle write that ‘Advocates are superior to neutral or dissatisfied customers. Advocates spend more, remain customers longer and refer family and friends, thus increasing the quality of the existing customer base and new acquisitions.

“On the flip side, antagonists and agitators of a company destroy value by driving up service costs, demoralizing front-line employees and complaining to anyone within earshot. Accordingly, the goal of customer focused companies is to manage and retain advocates while migrating other customers toward advocacy.”

Robinson & Associates, Inc., is a global customer service consulting firm for the gaming industry. It helps casinos determine their Advocate Index, a number that

indicates the extent to which properties have guests who are willing to be advocates. The company then implements its Advocate Development System in combination with the proven methodology of Advocate Index and best business practices to help casinos create more guest advocates and chart a course for growth and profitability.

Robinson & Associates may be reached by phone at 480-991-6420, by e-mail at mbaird@casinocustomerservice.com or via its Web sites at www.advocatedevelopmentsystem.com and www.casinocustomerservice.com.

Robinson & Associates is a member of the Casino Management Association and an associate member of the National Indian Gaming Association.

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