

Casinos That Want to Implement Organizational Improvement Must Communicate Their Culture

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Casinos that want to implement organizational improvements must communicate the property's culture.

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

Tip:

“A casino's culture is comprised of the beliefs, values, symbols and processes the casino follows that define it. The development, implementation and sharing of a casino's culture with employees and guests is the first step to creating a culture of constant organizational change.”

Robinson & Associates has published a white paper that helps casinos understand what is involved in rolling out organizational improvements that can result in greater success in the future. Those interested in obtaining a copy of the white paper should e-mail Marilyn Kuhnert, Robinson & Associates' client development specialist, at mkuhnert@casinocustomerservice.com or call her at 623-486-9090.

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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