

Benefits of Casino Employee Training and Improvement Are More Than Just Financial

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**CONTACT: Tom Ellis
Ellis Communications, Inc.
Phone (417) 881-5635
E-Mail tellis@casinocustomerservice.com
www.advocatedevelopmentsystem.com
www.casinocustomerservice.com**

Employee training is an important element of organizational improvement at casinos, but there's more to be gained than just investing money in training and watching how it contributes to the bottom line.

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

Tip:

“When looking at investment in employee training, it's certainly important to evaluate how much money such a program saves the casino and how much it improves profits. But value and benefits can also be seen in forms that are not financial, including increased employee and management communication, time savings, increased networking and knowledge, as well as improved access to mentors and experts.”

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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