

**Casino Executives Could Learn from IBM White Paper That Validates Importance of Customer Advocates**

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The importance of customer advocacy has been validated by an IBM white paper that offers valuable lessons for casino executives who want to turn their guests into advocates and improve their property's performance.

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 ‘innovative companies know that they cannot merely sit safely in the middle anymore. Leading companies want to build strong bases of loyal, profitable customers who are also advocates for the company. Customer advocacy is a measure of customer attitude toward a company.’”

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.

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

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