

**Casino Marketing, Employee Training Can Work Hand in Hand
But That Is Not Reflected in How Casinos Budget**

FOR IMMEDIATE RELEASE
Nov. 14, 2007

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

Casinos spend millions of dollars on marketing to attract guests, but some of those dollars could be budgeted for employee training that helps the staff provide the kind of service that keeps customers coming back.

“I know of a casino in a very competitive market that spends more than \$1 million a month on marketing,” says Martin R. Baird, chief executive officer of Annapolis, Maryland-based Robinson & Associates, Inc. “That casino and many others are throwing away precious revenue. They keep spending money to chase after new guests when they could be wisely investing a fraction of the marketing budget to retain existing customers.”

Baird offers the following tips on budgeting for employee training.

Tip No. 1. Attracting new guests is expensive, Baird says. “There’s a marketing adage that says it’s 10 times more expensive to get a new customer than it is to keep an existing one,” Baird says. “There’s a lot of truth to that. So it makes good fiscal sense to invest in employee guest service training to give existing guests a great gaming experience.”

Tip No. 2. It doesn't take much to make a difference, Baird notes. "One or two percent of the marketing budget could be earmarked for training casino employees to provide outstanding guest service," Baird says. "Yet casinos that spend millions on marketing just can't find the money for training. That is a mistake that will cost the casino money down the road."

Tip No. 3. Training is an investment, Baird says. "The cost of employee training is not an expense," Baird explains. "It is an investment – an investment in the casino's employees and the property's future."

Tip No. 4. Training is critical to successful internal improvement, Baird says. "Savvy casinos implement internal improvement programs designed to boost the property's performance over time," Baird says. "Employee training is a critical element of internal improvement and casinos must plan to budget for it."

Tip No. 5. Marketing and quality guest service can work together for the good of the casino, Baird says. "Marketing and quality guest service each serve their own purpose and they can work hand in hand," Baird says. "Marketing's responsibility is to generate trial. However, while it can set new guests' expectations, it cannot control their actual experience. If a casino's marketing shows happy, smiling dealers and spectacular food, that is what guests will expect. Each person who works at the casino must be trained to deliver that and more."

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.

#