

NEWS STORY

Guest, Employee Advocacy Can Help Casino CEOs, GMs Reduce Costs and Boost the Bottom Line

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A strong degree of guest and employee advocacy at a casino can help the chief executive officer or general manager reduce costs and boost profits.

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

Tip:

“Advocacy reduces costs in two critical areas. Employee advocates have no intention of quitting their jobs and that reduces costly employee turnover. Guest advocates play at their favorite casino again and again and that reduces the amount of money spent on marketing. A reduction in money spent on hiring new employees and on marketing goes directly to the bottom line.”

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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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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