

NEWS STORY

Casino Marketing Directors Can Build Barrier to Entry By Working With Other Departments to Create Guest Advocates

FOR IMMEDIATE RELEASE
Dec. 24, 2007

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

Casino marketing directors that work with other departments to create guest advocates will realize a tremendous side benefit – an effective barrier to entry that makes it difficult for competitors to steal away customers.

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

Tip:

“A guest advocate is the ultimate customer at casinos. Guest advocates are people who will not switch to a competitor just because the other property is running a buffet special or giving away new gifts. Research has proven that advocates may visit and try other properties, but that they return to their favorite casino to play. That creates a real barrier to entry that can’t be beat.”

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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