

Guest Advocacy Helps Casino Chief Financial Officers Increase Revenue and Drive Growth

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Casino guest advocacy is a proven tool that can help chief financial officers increase revenue and drive growth at their properties.

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

Tip:

“For casino chief financial officers, revenue is a key indicator of how their property is performing. Revenue can be increased by working with other departments to create more guest advocates. The fundamental connection between advocacy and revenue is that guests who are advocates play at a casino more often than traditional customers and they tell other people to visit, too. Thus, guest advocates create repeat and new business. That is one of the most profitable ways to drive growth.”

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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