

Casino's Physical Environment Has Impact On Culture of Organizational Improvement

**FOR IMMEDIATE RELEASE
Feb. 11, 2008**

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

Casinos that strive to create a positive culture in support of organizational improvement should evaluate the impact the property's physical environment has on employees.

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

Tip:

"The physical environment of a casino will have an effect on its culture. The physical environment within one day may range from beautiful to bleak. Oftentimes, the appearance and feel of the back of the house is significantly different from the front. A lot of casino time and money is spent on creating an alluring environment for guests and executives, while the back of the house is often ignored. An appealing and comfortable physical environment for employees may make the difference between someone who wants to come to work each day and one who wants to stay home."

Robinson & Associates has published a white paper that helps casinos understand what is involved in rolling out organizational improvements that can result in greater success in the future. Those interested in obtaining a copy of the white paper should e-

mail Marilyn Kuhnert, Robinson & Associates' client development specialist, at mkuhnert@casinocustomerservice.com or call her at 480-991-6421.

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 contacting Marilyn Kuhnert 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.

#