

Emphasis On Employee Training Sets Casinos On Path to Organizational Improvement

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Casinos interested in implementing organizational improvement can take a step in that direction by emphasizing employee training.

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

Tip:

“In ‘How Do I Measure Return On Investment (ROI) for My Learning Program?’ Marcia Conner references a Louis Harris and Associates poll that found that 41 percent of employees plan to leave a company within a year if there is poor or no training, while 12 percent state they plan to leave companies in which there is excellent training. Employersgroup.com reports that companies spending \$218 per employee have more than a 16 percent voluntary turnover rate, while companies that spend more than \$273 per employee have annual turnover of 7 percent.”

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.

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