

Casino Organizational Improvement Must Be Supported By Effective Internal Communication

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

Effective internal communication that reaches across the entire property is crucial to successful implementation of organizational improvement at casinos.

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

Tip:

“In ‘Culture, Leadership and Power: The Keys to Organizational Change,’ Ronald W. Clement referenced a study by Larry Smeltzer. Clement said Smeltzer’s study found that the most common reason for failure to improve is the spreading of inaccurate and negative rumors resulting from the inability of management to provide accurate and timely information to the staff.

“Smeltzer found two other reasons for failure, according to Clement. Those were (1) employees learning about the change or improvement from outsiders because of a total lack of communication from management and (2) management’s reliance on ‘lean’ communication, such as memos or e-mail, rather than face-to-face meetings.”

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 623-486-9090.

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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