

## **NEWS STORY**

### **Employee Support Is Critical to Success of Organizational Improvement At Casinos**

**FOR IMMEDIATE RELEASE**  
**March 3, 2008**

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

Employee support and buy-in at a casino implementing organizational improvement is critical to the success of the program.

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

Tip:

“It is critical to have employee support and buy-in for organizational improvement. According to the TNS/Conference Board, employee disengagement, if not checked, will result in a largely unproductive workforce. Forty percent of today’s employees feel disconnected from their employers and 25 percent show up at work just for the paycheck, the Conference Board says. Only one-third of employees surveyed by the Conference Board viewed their management as strong leaders.”

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](mailto: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](http://www.advocatedevelopmentsystem.com) and [www.casinocustomerservice.com](http://www.casinocustomerservice.com). Robinson & Associates is a member of the Casino Management Association and an associate member of the National Indian Gaming Association.

#