

NEWS STORY

Great Casino Managers Help Implement Organizational Improvement By Developing Excellent Employees

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Outstanding casino managers attract and inspire excellent employees, thus helping implement organizational improvement programs.

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

Tip:

“A great manager will manage employees by developing strong and productive team members. They will be the key to attracting and keeping the best and most talented employees. These managers will add incredible value to your casino and the investment will provide a powerful return.”

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 Lydia Baird at lbaird@casinocustomerservice.com or call her at 206-774-8856.

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 Lydia Baird 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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