

**Organizational Improvement At Casinos
Involves Dealing With Constant Change**

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Casinos that implement organizational improvement must improve their ability to deal with constant change.

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

Tip:

“In ‘Preparing for Change,’ David Ripley writes that as a result of constant change and improvement, it is necessary to ‘increase the ability of the system to deal with change continuously; old anchors and boundaries have to be replaced with new ones that are not dependent on particular organization structures or particular ways of doing things.’ The manager will play a key role in ensuring the success of the casino’s strategy for organizational improvement.”

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 call 480-991-6420.

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 calling 480-991-6420 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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