

**Senior Casino Management Must Commit to
A Program of Organizational Improvement**

**FOR IMMEDIATE RELEASE
April 28, 2008**

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

Implementation of internal organizational improvement at casinos requires total commitment to the program by senior managers.

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

“Senior leaders and managers must be committed to this culture by providing resources, establishing and modeling appropriate behaviors, identifying competencies and providing a supportive environment that encourages two-way communication and diversity. This simply must happen for organizational improvement to take hold.”

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.

#