

Flat Organizational Structure Helps Roll Out Internal Improvement Programs At Casinos

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A flat organizational structure will help provide the kind of employee communication needed to implement internal improvement programs at casinos.

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

Tip:

“It is obvious that communication is key in affecting improvement and change throughout a casino. Another way of instituting new channels of communication is by flattening the organizational structure. In ‘Firms That Invest in Employees Will Come Out on Top,’ John Ballantine writes that this helps avoid division among teams as well as the ‘us vs. them’ mentality that is often seen in casino environments. In other words, less division means more communication.”

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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