

**Employee Advocacy Can Save Casinos
Money During Economic Slowdown**

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Casinos can save substantial money in these trying economic times by turning their employees into advocates for their property

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

“Employee advocates are employees who love their jobs so much they show up on time and prepared to start their shift. They wouldn’t think of leaving to work at a different casino and that can significantly reduce employee turnover. According to Cornell University, it can cost more than \$5,000 to replace an employee in the hospitality industry. If a casino has 1,000 employees and 40 percent turnover, it could be paying millions of dollars a year to replace those workers.”

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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