

Guest Advocates Help Casinos Cope With Slowing Economy

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Casinos can do a better job of coping with a slowing economy by making sure they have customers who come to play again and again. Those customers are guest advocates.

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

“Guest advocates are customers who play at their favorite casino again and again because they greatly enjoy the outstanding gaming experience they have there. The experience draws them back, and they wouldn’t think of playing at any other casino. Because they play repeatedly at the same casino, guest advocates are a source of repeat business. Repeat business is precisely what casinos need during today’s economic downturn.”

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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