

## **Casinos Must Train Employees to Create Guest Advocates**

**FOR IMMEDIATE RELEASE**  
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Taking casino guest service to the level of turning customers into advocates for the property requires employee service training and all employees must participate.

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

Tip:

“Casinos focused on improving their customer service to the point that they turn guests into advocates for the property very likely will need to provide their employees with guest service training. So train, train and train again and make sure ALL employees participate. Training is an opportunity for management to show its support. Management absolutely must take part in the training with everyone else. That sends a powerful message to casino employees.”

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 phone at 480-991-6420, by e-mail at mbaird@advocateindex.com or via its Web sites at www.advocateindex.com and www.advocatedevelopmentsystem.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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