

Ellis Communications, Inc.

NEWS STORY

Casinos Must Follow IBM's Advice and Strive for Superior Experiences That Turn Customers Into Advocates

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

IBM has identified customer focused companies as those that strive to create a customer experience that is so superior it turns clients into advocates for the business – and that is precisely what casinos must do for their guests.

“How competitive companies – and casinos – can do this is detailed in an IBM white paper titled ‘Advocacy in the Customer Focused Enterprise: The Next Generation of CRM Done Right.’” says Martin R. Baird, chief executive officer of Boise, Idaho-based Robinson & Associates, Inc. “In one section, the white paper identifies key competencies for managing and nurturing a customer experience driven company. Every casino should give these competencies serious consideration.”

Baird urges casino executives to consider how the following excerpt from the IBM white paper can apply to their property’s operations.

“One mind, one company: Align vision, mission and culture around customer strategies and communicate throughout the organization. Build programs that take customer culture beyond rhetoric.

“Executive and middle management alignment: Verify that all levels of management are in step with customer focused initiatives, especially middle management where buy-in can be most difficult.

“Cross-functional collaboration: Enable departments and channels to collaborate on fulfilling singular customer experiences and customer strategies.

“Customer leadership and alignment: Establish top-level executive leadership that advocates for and has authority to serve the customer. Examples of titles may be Chief Customer Officer, Chief Loyalty Officer or SVP of Customer Experience.”

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@casinocustomerservice.com or via its Web site at 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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