

**Outstanding Gaming Experience = More Guest Advocates**

**FOR IMMEDIATE RELEASE**  
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Casinos that want more guest advocates walking through their door can achieve that goal by giving guests an outstanding gaming experience.

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

Tip:

“Each guest who visits a casino expects a great experience. Meeting that expectation will turn guests into advocates for a casino. Guests want to have fun, a good time and know that they stand out and that they’re special. Casino employees need to make sure that each guest has a great experience, that each guest becomes an advocate.”

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](mailto:mbaird@casinocustomerservice.com) or via its Web site at

[www.advocatedevelopmentsystem.com](http://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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