

Casino Customer Service Press Kit



Casino Customer Service

www.casinocustomerservice.com

208.991.2037

ROBINSON & ASSOCIATES, INC.

BUSINESS FACTS

Our Why: Everything we do focuses on one goal – improving every casino guest's gaming experience, thereby creating successful casinos.

WE BELIEVE

...superior guest service is the key to every casino's success

...that casino guests want a stellar gaming experience and that they will return to play again if that is what they receive

...that we have entered the *customer age* and it will forever change business

...in instilling the hallmarks of great service through employee training that is fun and engaging

...in the power of measuring and managing the guest experience

WHAT WE DO

Robinson & Associates, Inc., is dedicated to helping casinos improve their guest service so they can compete and generate future growth and profitability. Through training and overall casino improvement, we have become the world leader in casino guest experience measurement and management.

SOME OF OUR CLIENTS

Casino Arizona

Cache Creek Casino Resort

Gila River Casino

Wind Creek Casino Resort

Coushatta Casino Resort

Blue Water Casino

Casino Miami

Firelake Grand Casino

History

For almost 20 years we have been helping casinos measure, manage and improve their guest experience. We have consulted with properties across the United States as well as in Europe, Canada and South America.

Our clients range from small, local casinos to some of the largest in the world. But they all have one thing in common – they understand and value outstanding guest service and view improving their service as an investment that pays great dividends.

Several years ago, we introduced Advocate Development System, an innovative tool that offers a variety of benefits. On one hand, it's a turnkey system for measuring and managing the gaming experience at casinos. It also is a management tool for predicting future growth, something the gaming industry has longed for.

We have consulted in the gaming industry for a long time, but our goal has never changed. We strive to exceed our clients' expectations!

CASINO CUSTOMER SERVICE TRAINING

Employee customer service training and internal improvements are a powerful combination that helps casinos succeed while giving their customers the experience they want.

Our training focuses on participant-centered Accelerated Learning, small groups and bite-sized lessons. It's active and fast paced but it's also FUN and, of course, educational. Casinos must have defined and measurable service standards that provide reliable and valid results. Then it's time for analysis and improvement.

ADVOCATE DEVELOPMENT SYSTEM

Our Advocate Development System (ADS) combines proven methodology of Advocate Index (AI) with seven best business practices to improve guest service and generate future growth for casinos. AI is a benchmark and a means of planning for growth. ADS utilizes the index and the best practices to gauge, monitor and improve the casino's performance.

S.M.A.R.T. STANDARDS REVIEW

Our S.M.A.R.T Standards Review takes the guess work out of setting customer service standards. At the property-wide and department-by-department levels, we review service standards to ensure they are in alignment for success and that they are Specific, Measurable, Attainable, Realistic and Time-bound.

TRAIN THE TRAINER

Casinos that have outstanding employees in their training department can take them to the next level with our "Train the Trainer" program. We can train them on how to provide employee customer service training that participants will actually enjoy, training that provides lessons that stick.

SIMPLY SHARE

Social media sites such as Yelp, Twitter and Facebook have given casino guests the power to spread their service rants and frustrations with thousands of potential customers in moments. Our Simply Share real-time customer feedback platform makes it fast and easy for customers to share their experience directly with casinos first. All customers need to do is see a Simply Share placard, table tent or POP, scan it with their smartphone and share their feedback instantly.

BIO

Martin R. Baird

Martin was born in Elkhart, Indiana, and attended Purdue University where he studied computer science and marketing communications. After graduation, he moved to Arizona. In Arizona, he worked at an ad agency as well as in several tech marketing departments. In 1992, he and his wife, Lydia, launched Robinson & Associates marketing management.

Martin has written three books and has been a highly regarded speaker in the areas of customer experience, improvement and marketing. He has an obsession for great service and enthusiasm for business success.

He is married to the love of his life, Lydia, and they have two amazing boys. They live in Boise, ID, and when he's not working, Martin helps out at his boys' school or sneaks off to go fly fishing.

Something to think about: For the most part, all casinos have the same machines and table games. The only true competitive difference is customer service.

CURRENT NEWS

RECENT ARTICLE AT URBINO.NET. “CASINOS FACE A GLOBAL COMMUNICATIONS CHALLENGE”

ROBINSON & ASSOCIATES, INC., HAS APPEARED IN



Also on the Travel Channel and in Casino Journal, Gaming & Leisure, Casino Enterprise Management,

InterGaming, Casino Review, Public Gaming International and Native American Casino

We have entered the age of the customer.

2010-???

Age of the customer

Empowered buyers demand a new level of customer obsession

Contenders include Facebook, Zappo's, Southwest Airlines, and Apple

1990-2010

Age of Information

Mass Connected Pcs and supply chains mean those who control information flow dominate

Amazon.com, Google, Intuit, MBNA

1960-1990

Age of distribution

Global connection and transportation systems make distribution key.

Walmart, Toyota, UPS, CSX

1900-1960

Age of manufacturing

Mass manufacturing makes industrial powerhouses successful

Ford, RCA, GE, Boeing, P&G, Sony

Sources of Dominance

Successful Companies

Source: June 6, "Competitive Strategy in the Age of the Customer" Forrester report

Graphic created by www.feedbackrevolutionqr.com

[Casino Customer Service](#) – Press Kit

CASINO INDUSTRY FACTS

Florida, Illinois and New York will look at expanding gaming in the next 24 months.

States are struggling to collect enough tax revenue to survive and casinos are considered a good alternative to raising taxes.

In December 2009, 328,377 people worked in casinos – almost the same as 1998 levels, though three states (Michigan, Pennsylvania, and Kansas) have added casinos since then.

Gaming is a growth industry. PricewaterhouseCoopers estimates U.S. gaming revenue will grow 5 percent per year, from \$57.5 billion in 2010 to \$73.3 billion in 2015.

PricewaterhouseCoopers projects even stronger gaming revenue growth in the Asia-Pacific region – 18.3 percent per year, from \$34.3 billion in 2010 to \$79.3 billion in 2015.

According to Casinocity.com, in the U.S. there are 1,700 casinos in 46 states.

CASINO CUSTOMER SERVICE FACTS

Casino guests want a consistently good experience. Inconsistency in service will drive them away.

Casinos are part of the entertainment industry. Guests expect to be entertained and a property's employees are part of the entertainment.

There are no exceptions to providing outstanding service. Every guest deserves a great experience when they walk through the casino door. No exceptions.

Casinos that provide amazing service don't have one phenomenal person who makes up for everyone else's lackluster performance. They have a team of service superstars.

When a casino's employees are proud of the work they do, it shows and guests like that. Proud employees provide superior service time after time.

Improving guest service is an investment, not an expense. By polishing their service, casinos invest in their own success.

CONTACT INFORMATION

Lydia Baird

lbaird@raresults.com

208.991.2037