

Casino Customer Service Media Kit



Casino Customer Service

www.casinocustomerservice.com

208.991.2037

ROBINSON & ASSOCIATES, INC.

BUSINESS FACTS

Our Why: Positively transforming lives and having fun doing it.

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.

RECENT CLIENTS

Casino Arizona

Cache Creek Casino Resort

Gila River Casino

Wind Creek Casino Resort

Coushatta Casino Resort

Casino Magic

Casino Miami

Regency Casino Mont Parnes

History – Robinson & Associates

For almost 20 years we have been helping casinos successfully 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. Robinson & Associates, Inc was founded by Lydia and Martin Baird and is an MWBE.

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.

BIO

Martin R. Baird, CEO

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 [INFINITY GAMING MAGAZINE](#).
“CASINO TRAIN THE TRAINER PROGRAM HAS
UNEXPECTED BENEFIT – IT’S LIFE CHANGING”

TRAIN THE TRAINER TESTIMONIAL – “MOTIVATIONAL EARTHQUAKE”

“Marty Baird’s Train the Trainer facilitator course was unforgettable, to say the least – a paradigm shift that completely changed my perception of the entire process of learning. Marty’s persistence for each of us to master the practical application of ‘asking the right questions’ was a valuable new skill and mindset. Imagine capturing and holding the attention of a large group, simply standing by as they enthusiastically interact with each other, emphasizing and expounding on the information you’re there to target, and all you did was ask a few questions!

“Instead of plodding along through a boring, predictable routine, our entire group was actively involved, shouting answers to questions, applauding, debating, encouraging, laughing out loud at jokes and improvisations and having a lot of (gasp!) FUN! (Yes, fun, that’s right, we were having FUN, no doubt about it.) All while absorbing information. Applying this system is brilliantly effective ... and PARTICIPANTS love it! (Always nice to have your ‘captive audience’ begging for more, don’t you think?)

“Train the Trainer is a motivational earthquake that rocks the foundations of rote teaching methods and launches the ‘group learning experience’ to a higher plane, sending it skyward like a hot rocket. Acquiring new information can be dull or dynamic. Marty Baird personifies dynamic. What your facilitators will learn here is better than money in the bank for your customer service front line. This is a ‘must have.’ Don’t miss it!”

Paula L., External Communications Specialist, Coughatta Casino Resort

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

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CASINO INDUSTRY FACTS

Gaming is expanding, creating incredible competitive pressures. Next up – online gaming and the additional pressures it creates.

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.

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

CONTACT INFORMATION

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