



## Would Your Casino Benefit from a Turnkey Program that takes the Hassles, Worry and Guess Work out of generating Future Growth?

*The Advocate Development System is your SOLUTION.*

In this increasingly competitive business environment, you must be equipped with the proper tools to drive your casino forward to continued success. *The Advocate Development System* uses **Advocate Index™** methodology and Best Practices to create casino success. This System will generate *predictable results* that will help you develop *more* of the one thing you need to grow — Guest and Employee Advocates! *We will work together to tailor your Advocate Development System to your unique organizational needs.*

### \*Advocate Index

The **Advocate Index** is a proven methodology for predicting future growth that measures the degree to which you have Guest and Employee Advocates. It is an operational tool that will be used in conjunction with Best Practices (*Leadership, Program Management, Goals & Metrics, Incentives, Action Planning, Improvement and Guest & Employee Closure*) to help you create more advocates. It also will be used with fun, educational, participant centered training.

Research has shown that of typical questions asked of guests, the “likelihood to act as an advocate” has the strongest link to tangible consumer behavior. Clearly, if guests are willing to act as an advocate for your casino, these same individuals are very likely to revisit as well as generate

\* For more information on **Advocate Index** and how this proven methodology was developed, please read our [white paper](#).

new business through word-of-mouth advertising.

Likewise, employees who are willing to act as an advocate for your property are more likely to remain at your casino and expand your applicant pool.

Your **Advocate Index** score is the number you need to measure and manage future growth. Our **Advocate Index** survey is designed with quantitative analysis in mind. The responses received in your Guest and Employee **Advocate Index** data collection are easy to interpret and easy to communicate. The higher your **Advocate Index** score, the more successful you will be.

The **Advocate Index** provides you with a simple tool for gauging guest and employee experiences and a means for measuring how Guest and Employee Advocates will affect other potential guests and employees.

Your **Advocate Index** is the baseline number which will reflect where your casino is at *this* moment. We have designed the *Advocate Development System* to move you forward from this point through a functional and driven partnership with us.



We offer you the *Advocate Development System*, which utilizes your unique **Advocate Index** scores and the proven Best Practices, to gauge, monitor and improve your casino's performance and guest and employee service. With the *Advocate Development System*, we will work as partners to align your casino's culture, mission, values, goals, practices, policies and procedures to achieve higher scores. *The Advocate Development System* offers you RESULTS!

## Best Practices

The Advocate Development System will help your casino predict future growth by utilizing the **Advocate Index** and Best Practices.

- **Leadership**

We will support and guide the leadership in your casino with the identification, development and growth of a strong and productive organizational culture that reflects your mission, vision, strategies and goals for the present and the future.

- **Program Management**

Our role is to guide and support your casino through the delivery and implementation of the *Advocate Development System*. We will create and ensure a seamless experience for your casino through our step-by-step instructions, continuous communication and consultation, flexibility, coordination of services, professionalism and support and management of all day-to-day activities that will result in successful completion of the *Advocate Development System*.

- **Goals & Metrics**

It is imperative that the *Advocate Development System* have quantifiable and understandable points in the process. We will lead your casino in the determination of your **Advocate Index**, identification of goals in relation to the **Advocate Index**, as well as consistent and regular monitoring of your Guest and Employee **Advocate Index** scores and the development of appropriate programs based upon your goals and metrics.

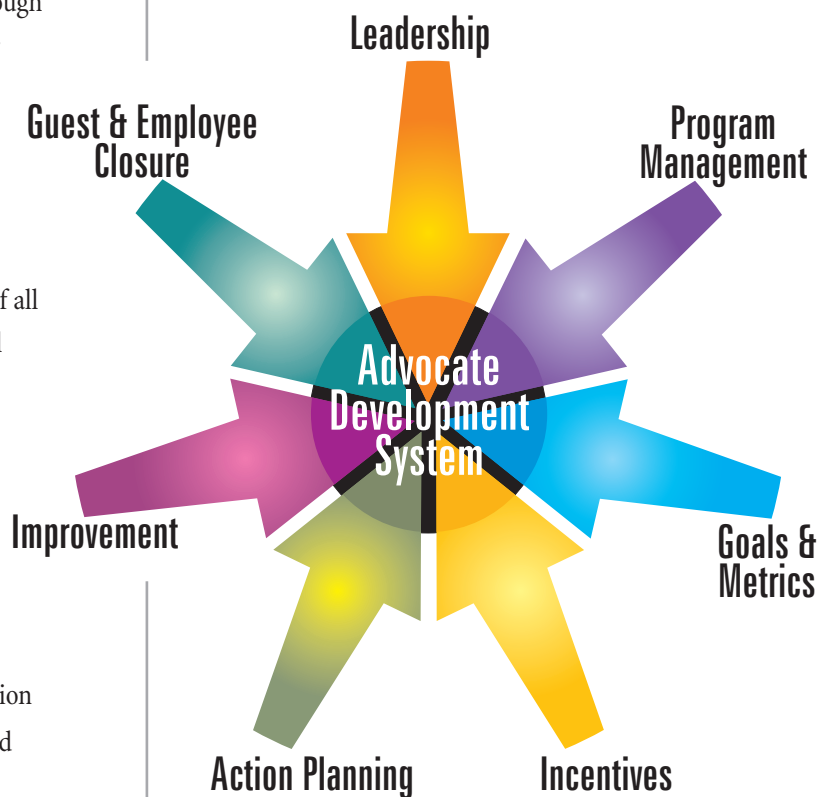
- **Incentives**

Teamwork is vital to the success of the *Advocate Development System*. It is imperative that all members of your team understand the benefits of the *Advocate Development System* and how this System will affect the overall organization as well as individuals. We will

support and guide your casino in the identification of opportunities in which employees can be directly involved and have a stake in the *Advocate Development System*. We will assist in the development, implementation, and monitoring of effective employee incentive, reward and recognition programs based upon your unique **Advocate Index** improvement goals.

- **Action Planning**

The *Advocate Development System* is sustainable only through the *action* of management and



employees. Without action, there is no progress. We will guide you through the identification of short and long-term goals, assist in maintaining clarity and focus, offer guidelines for the timely implementation of the *Advocate Development System* and ensure that your casino's and our *actions* are producing results.

- **Improvement**

Improvement is a valuable piece of the *Advocate Development System*. This System will help identify

areas in which your casino would benefit from improvements that ultimately create more advocates.

It also will identify *how* to reach these goals. We utilize a wide variety of methods in reaching goals of improvement, including coaching, consulting, training, provision of developmental opportunities and more.

Robinson & Associates has been providing industry recognized, exceptional and successful training for years at casinos around the world.

Training Features Include:

- Accelerated Learning
- Participant Centered
- Small Groups
- Bite Size Lessons
- Fast Paced
- Application Based, Not Theory
- High Level of Activity
- Lecturette
- Make Taking Action Easy
- Having Fun!

We focus on interactive training that is high in energy and creatively presented. We specialize in providing fun, educational, fast paced, participant centered training in an environment in which people cannot help but learn!

This training is developed to support your organization's improvement goals and will be implemented to provide maximum results!

- ***Guest & Employee Closure***

As the *Advocate Development System* rolls out, guests will be thanked for their patronage and employees will be acknowledged for their efforts. They will be asked how the casino can be a better place to play and work. Guests and employees will benefit from the knowledge that their opinions and input matter. They are expending effort within the *Advocate Development System* and it is important to provide them with

information related to their efforts. What are the results of this System? How will these results affect and benefit your guests and employees? We will help answer these questions and make this information readily available to your guests and employees.

*The Advocate Development System will guide you in effectively using the Advocate Index and Best Practices to create actionable results that will lead you to greater success!*

## BENEFITS:

Benefits of the Advocate Development System extend far beyond guest service improvement. This System will create an environment in which all facets of your business will work seamlessly to promote and support standardization of processes, predictability, applicability of data, functional internal collaboration and increased productivity.

This System will GUIDE and INSPIRE your guests, employees and management. This System will help your casino maintain and create more Guest and Employee Advocates.

This System will allow you to consistently leverage measurable data. We will use this data to formulate strategies and give you the insight and guidance you need to meet and exceed organizational goals.

### ***Additional Benefits:***

- Increased Number of Guest Advocates
- Increase in Number of New Guests
- Increase in Number of Returning Guests
- Increased Number of Employee Advocates
- Maximized Employee Productivity
- Reduced Employee Turnover
- Increased Employee Satisfaction
- Increased Employee Motivation
- Increased Job Stability
- Attraction of High Quality Talent
- Reduced Vulnerability to Competitors
- Clear Picture of Business Performance
- Reduced Marketing Costs
- Increased Profits

**You will see consistent and sustainable RESULTS!**

*Would you like to have a **Turnkey System** that gives you predictable results?*

Predictable is a GREAT thing! The *Advocate Development System* will provide you with complete, actionable customer and employee views. These views can be effectively integrated into daily operations in a manner that will benefit your organization.

This System provides solid feedback that is measurable and practical. This data can be used to gauge customer and employee relationships. This data can be used to measure employee accountability and offer solutions with which management and employees can improve customer relationships, measure improvement and drive growth.

The *Advocate Development System* is designed to promote the retention and growth of superior guest and employee relationships through increased advocacy.

*If you are measuring guest and employee satisfaction, you are wasting your time, energy and money!*

The Advocate Development System will create focus on **methods and programs** that will bring increasing numbers of guests to your casino and have existing guests return more often, play longer and have such a positive experience that they themselves tell others to come and visit your casino!

Our many years of experience have given us a unique perspective. Using this, we will provide the drive, motivation and accountability your casino needs to reap the incredible benefits of this System.

We will be *partners* in your SUCCESS!

The Advocate Development System is a reliable, consistent and incredibly effective System that will revitalize and support the phenomenal growth of your business.

**Contact us now so you can start reaping the benefits of this outstanding System!**



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