

**Advocate Development System Gives Casinos Turnkey
Program for Creating Future Growth, Profitability**

Combines Advocate Index™ Methodology With Best Practices

Note: To hear Martin Baird talk about Advocate Development System via a PRWeb audio podcast, click on one of the links below:

For MP3: <http://prwebpodcast.com/pod/380323/380323.mp3>

For iTunes: <http://prwebpodcast.com/pod/380323/380323.m4a>

For OGG: <http://prwebpodcast.com/pod/380323/380323.ogg>

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Casinos looking for a turnkey program that takes the hassles, worry and guess work out of generating future growth need look no further than the new Advocate Development System announced today by Robinson & Associates, Inc.

Advocate Development System combines Robinson & Associates' Advocate Index™ methodology with best business practices to create casino success.

“The business environment in the gaming industry is highly competitive and casinos must be equipped with the proper tools to drive themselves forward for continued success,” says Martin R. Baird, chief executive officer of Robinson & Associates, a customer service consulting firm for the gaming industry worldwide. “Advocate Index is the one number casinos need to plan their future growth and Advocate Development System gives them a structured program to leverage the index and take action.”

An audio podcast of Baird discussing Advocate Development System is available on the Advocate Development System Web site, www.AdvocateDevelopmentSystem.com, under Featured Online Article on the home page.

Last October, Robinson & Associates announced its Advocate Index, a proven methodology that, through a simple survey, measures the degree to which casinos have guest advocates – guests who would be willing to risk their reputation and act as advocates for a casino by spreading positive word-of-mouth advertising of their own free will. The methodology behind Advocate Index is the result of more than a decade of research in more than a dozen industries that concludes the index has strong correlation to future growth.

“Advocate Index is the baseline number that reflects where a casino is at that moment,” Baird says. “Advocate Development System utilizes the index and best practices to gauge, monitor and improve the casino’s performance and guest service. The end result is creation of more guest advocates and ever higher index scores. The higher the score, the more successful the casino will be because advocates are highly likely to return to play again and generate new business through the positive word they spread about the casino.”

The best practices are leadership, program management, goals and metrics, incentives, action planning, improvement, and guest and employee closure. Baird explains them as follows:

Leadership. Management must act as leaders to create a culture that clearly demonstrates how important guest advocates are. A property’s executives and managers must do more than simply support the changes needed to generate improvement. They must lead by example.

Program Management. A formal program is developed and monitored. Robinson & Associates partners with a casino on the implementation of Advocate Development System and designs it so that the casino can take over when the time is right.

Goals and Metrics. Measurable goals and metrics are established for all departments within the casino. They are tied to a common goal to create incremental progress and profits.

Incentives. Employees are critical to providing the kind of customer service that turns guests into advocates. Incentive, reward and recognition programs are implemented to spur them on.

Action Planning. An action plan is crafted to determine who will do what, when they will do it and why they will do it.

Improvement. Internal improvements are identified and implemented to create more guest advocates. The improvement process likely will involve educational, fun and participant-centered training for all employees.

Guest and Employee Closure. Employees will want to know how things are progressing. Keeping them informed gives them closure. As part of the system, guests will be asked how the casino can be a better place to play. Guests have closure when the casino tells them how their input was used.

“Advocate Development System creates a focus on methods and programs that will bring increasing numbers of guests to a casino and cause existing guests to return more often, play longer and have such a positive experience that they themselves tell others to visit the casino,” Baird says. “Advocate Development System is a reliable, consistent and effective system that will revitalize and support phenomenal growth at casinos.”

For more information, visit the Advocate Development System Web site at www.AdvocateDevelopmentSystem.com, call 206-774-8856 or e-mail Lydia Baird, director of business development, at lbaird@casinocustomerservice.com. In addition to information on the system and best practices, the Web site also outlines 11 reasons for why a casino can benefit from the system, seven mistakes casinos make when it comes to improving their guest service and 10 top reasons for why customer satisfaction surveys fail. The site also has a link to an Advocate Index white paper.

Robinson & Associates also has a Web site at www.CasinoCustomerService.com.

Based in Annapolis, Maryland, Robinson & Associates is a member of the Casino Management Association and an associate member of the National Indian Gaming Association.