

CasinoPros / Customer Service Training

CUSTOMER SERVICE TRAINING / EXPENSE OR INVESTMENT

While building extraordinary casino customer service, large and small casinos alike have begun to realize that trying to compete solely on “marketing strategies” and “give-away programs” is not the best foundation to establish a solid business growth. Competing on the basis of casino differentiation is becoming increasingly difficult. What builds a solid customer base is the ability to make the guest feel comfortable and eager to return. That can only be accomplished by every employee having an attitude that the guest is supremely important and being committed to make that guest feel as comfortable as possible. Every service person, cashier, casino dealer, or any other front-line employee must create an environment in which each decision and action is designed to make the customer’s experience better than it would have been had the guest been dealing with the competition. The casino must focus on the quality of the customer’s experience at every level in the organization.

CUSTOMER SERVICE IS NOT A COMPETITIVE EDGE / IT IS THE COMPETITIVE EDGE!

The knowledge of what constitutes good customer service must be widespread. It is impossible for a handful of employees to attend an off-site seminar, come back and let the information “trickle down”. Trickle down doesn’t happen because 1) people come back to their regular job and don’t have time and 2) most people are not experienced trainers and can not communicate the information clearly.

Every gaming property has its own strengths and weaknesses, threats and opportunities. The public seminar format must be, by definition, generic. In house training can be designed to focus on the issues critical to your business. Your time will not be wasted on topics that have no relevance to your casino. The focus is on you and your organization. The in house seminar is scheduled around your and your organization’s needs... the day you want it, the time schedule you want, the number of hours you want, the topics you want.

By utilizing CasinoPros’ unique “workshop style” training format we provide a massive dose of concrete solutions for achieving significant improvements in your service strategies and customer relations. Fact is our in-house workshop style format can cost less per employee than off site seminars. Since customer service requires that many people be trained, the cost can be less than you imagined. Airfares, hotel bills, meals, seminar cost per attendee and other expenses for several of your employees or an experienced seminar presenter right down the hall at your facility, teaching what you want to learn. You decide.

We are so confident that a majority of your employees attending will not only enjoy our training style but most importantly will be able to retain the basics behind “extraordinary customer service” so much that we “GUARANTEE” our training!

CasinoPros / A Division of Santin & Company
Market Research and Financial Analysts
Specializing in the Gaming and Entertainment Industry
5840 West Craig Road, Ste - 120 #375, Las Vegas, NV 89130
Tel/Fax: (702) 750-0007 **Mobile/Voice:** (213) 760-6786
Web: casinopros.net
Email: service@casinopros.net