



Robinson & Associates Rolls Out Valet Parking Guest Service Training to Help Casinos Put Their Best Foot Forward

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([PRWEB](#)) September 26, 2003 -- Robinson & Associates Rolls Out Valet Parking Guest Service Training to Help Casinos Put Their Best Foot Forward

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In a move to help casinos provide quality service the moment their guests arrive, Phoenix, Ariz.-based Robinson & Associates, Inc., is now offering service training for valet parking employees. Valet consulting is being offered in addition to the company's existing service training for all other employees throughout the property.

"Mystery shopping we have done at a number of casinos shows that many properties need to do a better job of taking care of guests who use the valet service," says Baird, president of Robinson & Associates, a guest service consulting firm for the gaming industry. "For many guests, their first impression of a casino occurs when they drive up for valet service. That's when casinos need to put their best foot forward and it's not always happening."

Robinson & Associates will help valet employees learn the importance of quick and efficient service, proper attire, smiling, a warm greeting, using the guest's name and making compliments about a guest's vehicle. They also will gain insight into the importance of the last impression they make as guests leave the property.

The company will show valet staff members how to make such a positive impression that guests have a good feeling about the casino before they even enter, Baird says.

"Valet service affects how a person feels when they walk in the door," Baird says. "If a casino wants its guests to step inside smiling, valet service can make a huge contribution to that goal. Valets are the ambassadors of the casino at all times."

Robinson & Associates has contracted with Jason McNair of Agoura Hills, Calif., to provide the valet training. McNair has extensive experience in the valet field. He has been a valet supervisor for American Valet Company, working at upscale night clubs, restaurants and shopping centers. He has been a valet supervisor for C.P.S. Parking/Black Tie Valet, working at high-end restaurants, shopping centers and hotels and serving as a valet for Microsoft Corp. parties and company events. McNair also has provided valet and guest services at



Hyatt Westlake Plaza in Westlake, Calif., the Viceroy Hotel in Santa Monica, Calif., W Hotel in Seattle and Westwood, Calif., and at The Grove, an upscale shopping center in Los Angeles.

“If valet employees don’t provide exceptional service to each and every guest, they could, in fact, be driving customers away,” Baird says. “Investing some time and training in the valet department can pay huge dividends.”

Owned by Lydia and Martin Baird, Robinson & Associates, Inc., is a guest service consulting firm that provides specialty guest service training, management skills training, presentation skills training, team building programs and employee incentive and recognition programs for the gaming industry. Martin is author of “Gaming Guest Service from A to Z,” a book that uses the alphabet to help gaming executives, managers and employees understand the importance of outstanding guest service and how to provide it.

The Bairds have a Web site, www.casinocustomerservice.com, that’s devoted to helping casinos improve their guest service so they can compete and increase revenues. Robinson & Associates may be reached by contacting Lydia at 480-991-6421 or at lbaird@casinocustomerservice.com. Robinson & Associates is a member of the Casino Management Association and an associate member of the National Indian Gaming Association.

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