

Casino Edge™



“89% of consumers who experience poor service with your brand will leave for your competition.”

(clicksoftware.com)

Customers who are treated well will come more often and spend more money.

Signature Worldwide's **Casino Edge™** training program is designed to inspire your employees to deliver a better level of service to every one of your customers. We will provide your employees with the tools they need to create legendary customer experiences which will ultimately result in happier customers who stay longer and play more.

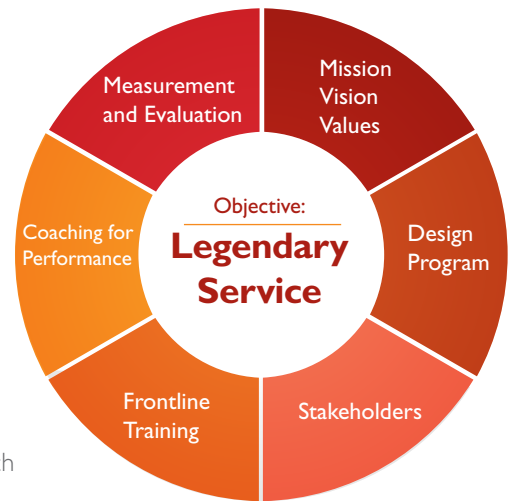
We train your front line staff to deliver better service, and then we train your supervisors and managers to motivate, coach and continually provide feedback to their teams.

Signature understands that our clients want lasting change in employee performance and to be successful, we know there are several steps involved.



Program Elements

- Create a custom training using our fundamentals and your mission, vision and values.
- Design training materials and measurement elements that are fun, engaging and specific.
- Get the buy in of key stakeholders before training so all leaders understand the goals
- Deliver motivating training that is interactive and engaging
- Train supervisors and managers to coach their teams for higher performance
- Introduce an ongoing measurement and evaluation process and celebrate successes



Program Outcomes

Frontline Service Skills Training

- Create a customer-centric culture where guests can have a fun filled get away
- Engaged and high performing staff that will inspire the guests to stay longer, play more AND tell their friends
- Greater staff confidence in interacting with customers
- Highly motivated employees

Manager/Supervisor Training

- Demonstrate leadership skills to effectively lead your team to success
- Deliver focused feedback to employees resulting in improved employee job performance
- Motivated teams who feel successful
- Increased ownership and accountability

Who should attend:

Frontline Service Skills Training

½ day, class size limited to 20 participants. Valet staff, dealers, slot attendants, security, cashiers, restaurant servers and bar staff.

Coaching for Performance

½ day, class size limited to 20 participants. All managers and supervisors.

Program Agendas

Frontline Service Skills ½ Day

Introduction

A welcoming activity will be presented to allow the participants and the Signature facilitator to interact. An overview of the session will be presented.

Legendary Service

Characteristics of legendary service will be explored and participants will identify ways they can create a legendary service impression.

Common Service Scenarios

Identify and define common service scenarios that provide opportunities to provide legendary customer service.

Key Concepts and Behaviors of Legendary Service

Identify and define the key concepts of customer service and the behaviors associated with each.

- **Connect with the Guest**
Greet, Acknowledge, Be Approachable
- **Discover**
Be Proactive, Active Listening
- **Deliver Value**
Be Knowledgeable, Personalize
- **Close**
Commit, Exceed Expectations

Emotional & Logical Language

Define emotional and logical language, then identify when a guest uses each. Demonstrate ability to use each in appropriate situations.

Define Magic Formulas for Common Customer Service Scenarios

Describe and demonstrate legendary behaviors in one of the following customer interactions: passing by, guest request, and complaint handling.

Role Play Sessions

Coaching for Performance Session ½ Day

Role of the Leader

Participants will be presented with engaging exercises to learn the differences between leadership and management and their responsibility as a leader.

Giving Feedback

Participants will learn a process for delivering effective feedback. Through exploration, participants will discover the benefits of giving feedback, the types of feedback, and the skills one needs to possess in order to give feedback. Participants will then actively engage in the SAR model process of giving feedback to their employees.

Skill Practice Session

Participants will practice delivering feedback using the SAR model and will receive feedback from other participants and the facilitator.

Motivating Employees

Participants will engage in an activity to identify what motivates employees to do their jobs. A discussion will take place on effective ways to motivate employees.

Action Plan – Introduction of the Skill Kits and Instruction on Daily Use

Participants will be presented with skill kits to be used at daily shift briefing sessions or weekly department meetings.