

# MANAGING THE GUEST Experience

As the saying goes, you manage what you measure. But knowing **what to measure and when** can be a challenge for Customer Experience and Operations professionals alike.

Follow this **roadmap** to ensure you are evaluating every stage of the journey so you can **drive improvements to the overall guest experience**.



## What to Measure & When



### Service Standards

- ✔ Were employees **friendly, knowledgeable, presentable, efficient and attentive**?
- ✔ Was it easy to **redeem chips, slot vouchers or exchange money and break bills**?
- ✔ Was it easy to **check-in** upon arrival, and did you receive a **personalized guest experience**?

Monthly Mystery Shop Program

Post-visit Satisfaction Survey

### Gaming Experience

- ✔ Were the **electronic gaming machines** in working order?
- ✔ Did a **slot attendant/floor person approach** you/guests spontaneously to offer greeting or assistance?
- ✔ Was the **dealer focused and attentive** to all players?
- ✔ Were **beverage passes** made frequently?

Monthly Mystery Shop Program

Weekly Inspections

Quarterly Operational Audits

### Food & Entertainment

- ✔ Were staff **friendly, presentable and helpful**?
- ✔ Did your **food/beverages arrive accurately** and in a **timely** manner?
- ✔ Was **ID requested** when ordering alcohol?
- ✔ Did server/bartender **recommend the special or offer an upsell**?
- ✔ Overall, was the **atmosphere of the bar/restaurant pleasant**?

Monthly Mystery Shop Program

Post-visit Satisfaction Survey

### Property & Facilities

- ✔ Were the casino grounds **clean and free of debris**? Did you notice **pot holes or overflowing garbage cans**?
- ✔ Were the **floors, carpets, windows, doors, and gaming areas clean**?
- ✔ Was the **restroom clean and odor-free**? Were the **mirrors, sinks & countertops spotless**? Was the **restroom well stocked**?
- ✔ Are staff following **health and safety/ safe food handling procedures**?

Daily Operating Checklists

Weekly Inspections

Quarterly Operational Audits