

MANAGING THE GUEST

As the saying goes, you manage what you measure. But knowing what to measure and when can be a challenge for

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

Customer Experience and Operations professionals alike.



ARRIVAL

- Valet / Parking
- Front Desk
- Guest Check-in / Kiosk



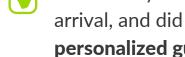
- **GAMING**
- Cage Operations
- **▶** Electronic Gaming
- Table Gaming



FOOD

SERVICES

- Casino Beverage Server
- Bar / Lounge
- Restaurant



Service Standards

Was it easy to **check-in** upon arrival, and did you receive a personalized guest experience?

Were employees friendly,

efficient and attentive?

knowledgeable, presentable,

Was it easy to redeem chips,

slot vouchers or exchange

money and break bills?

Monthly Mystery Shop Program

Post-visit Satisfaction Survey



- 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**



HOTEL & RESORT

- Check-in & Check-out
- Guest Room
- Ammenities

Food & Entertainment

- Were staff **friendly**, presentable and helpful?
- Did your **food/beverages arrive** accurately and in a timely manner?
- Was **ID requested** when ordering alcohold?
- 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



- Facilities
- Security
- Ammenities



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**

