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Customers First

My experience is that the gaming industry, post 2008, has lost focus of the customer. We are focused on operating business in this new challenging economic climate, and managing expenses to increase profitability. Some companies are rethinking their customer approach, but not all. My experience is also that many organizations operate day-to-day and loose focus of the longer-term strategic vision and even their 12-month 'field guide' if you will, (if they even have one). Having a plan and living the plan are also important to better serving the customer. Here's how these two things interconnect:

Do your employees know what is expected of them everyday to move the business forward? Businesses can be much more successful with a vision that is 'operationalized'. In the casino world that means that the strategic business goals are understood not just by the executive, but there is alignment and motivation to achieve the goals from the executive to the front line and back of house employees. And there is a strong tactical plan - the 'field guide' - that makes the business goals actionable. Sounds simple enough? (It's not, but it's doable).

Through my new advisory group, All-In Gaming & Hospitality Advisory Group, we are encouraging gaming and hospitality industry leaders to rethink their approach to the business for longer-term sustainability. Our philosophy is customer-centric and we believe that an organization's plan, their customer and their organizational culture dictate their results.

Helen MacMillan is the Founder and Principal of All-In Gaming & Hospitality Advisory Group (www.all-inadvisorygroup.com) All-In provides strategic counsel, specific to the Gaming and Hospitality Industries. The group of advisors led by Helen brings experience specific to the highly regulated Canadian marketplace.