



Division:	All Divisions
Department:	All Departments
Position:	All Employees
Subject:	S.M.I.L.E.S.
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Recurrent Training:	Yearly

PURPOSE:

This Standard Operating Procedure (SOP) is designed to create a consistent, positive, and welcoming experience for all Golden Nugget guests. By following these service standards, we aim to enhance guest satisfaction, build meaningful connections, and uphold the integrity of the Golden Nugget brand.

The S.M.I.L.E.S. approach provides a simple, easy-to-remember framework that guides each guest's interaction. While consistency is important, agents are encouraged to deliver these steps naturally and authentically to ensure every guest feels valued and genuinely cared for.

SCOPE:

This SOP applies to all guest-facing team members, as well as applicable operational support staff. The steps outlined in this process are to be used during all guest interactions, regardless of communication channel, including:

- Face-to-face
- Phone
- Email
- Chat or digital communication

PROCESS:

The S.M.I.L.E.S. Approach

S – Smile

Greet all guests with a warm, friendly, and sincere smile as they approach or initiate contact. A positive first impression sets the tone for the entire interaction.

M – Make Eye Contact

Make appropriate eye contact when greeting and speaking with the guest to show attentiveness and engagement.

I – Introduce Yourself

Introduce yourself clearly so the guest knows who is assisting them.

Examples:

- "Good afternoon! My name is _____. How may I assist you today?"
- "Hello, I'm _____ from Maintenance. I'll be happy to help address that concern for you."
- "Thank you for calling the Golden Nugget. My name is _____. How may I assist you?"

L – Learn and Use the Guest's Name

Use the guest's name respectfully throughout the interaction to create a more personalized and engaging experience rather than a transactional one.

Examples:

- "Absolutely, Mrs._____. I'll be happy to look into that for you."
- "Mr._____, thank you for bringing that to our attention."
- "I can assist with that right away, Ms._____."

Tip: If a guest's name is not known, use respectful alternative such as "sir," "ma'am," or "guest" in a professional manner.

E – Express Thanks and Offer Assistance

Thank the guest genuinely and ask if there is anything additional you can assist with.

Examples:

- "Thank you so much for choosing the Golden Nugget. Is there anything else I can assist you with today?"
- "Thank you for your patience while we worked that out for you."
- "We appreciate your visit. Please let us know if there's anything else you need Mr.____."

S – Small Gesture

Make a small, genuine connection to build rapport and create a memorable experience beyond a simple transaction.

Examples:

- Providing directions and walking a guest part of the way instead of simply pointing.
- Congratulating a guest celebrating a birthday, anniversary, or special occasion.
- Offering helpful information about amenities, events, dining options, or property features.
- Asking a guest about their visit and wishing them an enjoyable stay.
- Helping a guest locate transportation, restrooms, restaurants, or entertainment venues.
- Following up on a request to ensure the guest's needs were met.

Small gestures should feel natural and guest-focused, not forced.

DEPARTMENT-SPECIFIC EXAMPLES

Food & Beverage

- "Welcome! My name is ____, and I'll be taking care of you today."
- "Thank you for dining with us. Is there anything else I can get for you?"

Casino Operations

- "Good luck and enjoy your time with us today."
- Thank you for visiting our casino. Please let me know if you need assistance."

Housekeeping

- "Good morning. Is there anything additional you need for your room today?"
- "Thank you for your patience while we refresh your room."

Security

- "My name is ____ with Security. I'm here to assist you."
- "Thank you for bringing this concern to our attention."

Retail, Spa, and Attractions

- "Thank you for visiting us today. I'd be happy to help you find what you're looking for."
- "We appreciate your visit. Enjoy the rest of your day at the Golden Nugget."

Key Reminder

The S.M.I.L.E.S. model is a guide, not a script. Team members are encouraged to deliver each step authentically while adapting to the guest, situation, and communication style.

The goal is simple: Create positive experiences that make every guest feel welcomed, appreciated, and valued throughout their time at the Golden Nugget.

Acknowledgement:

My signature below acknowledges that I have received, read and understand the contents of the **S.M.I.L.E.S. SOP**. I understand that failure to follow this policy may result in disciplinary action, up to and including termination of employment.

Employee Name (Print)

Date

Employee Signature

Employee Number