

Table Mountain Casino's Formula For Success



a strategy that has proven to be successful. Though the competitors may offer more amenities, Table Mountain offers gaming combined with nothing less than stellar service. With just over 2,000 slot machines, 40 tables games, a poker room, three unique food venues, Bingo and an indoor event and entertainment center, Table Mountain is one of the largest employers in Fresno County. No alcohol is served at the casino. The attention is laser-focused on ensuring that Table Mountain Casino guests have the very best entertainment experience possible.

A Comprehensive Approach

What's happening at the Friant, California casino, recently voted the Best Local Casino in Central California, that consistently keeps secret shopping scores at 90% and above? Visit Table Mountain Casino and you'll soon find out that their proprietary all-inclusive approach to guest service enables their winning combination for success.

The moment that guests arrive at this locals' casino, nestled in the golden foothills just minutes from Fresno, CA, they are immediately greeted by friendly valets. In fact, many casino guests are greeted by name and given a personal welcome or even better, a warm welcome back! The valets' philosophy for arriving guests is to treat everyone like they would want their own family members to be treated. To that end, the valets have consistently topped the secret shopper charts for courtesy, efficiency and friendly service. Many Table Mountain Casino guests have said that the valets make them feel as though they're arriving at their second home – a welcoming feeling that further adds to the Table Mountain hospitality. Free valet service is provided at the casino for all guests.

As the valet department demonstrates, Table Mountain Casino's leadership believes that 'personal service' is more than just a tag line; it is action that is exhibited in every guest communication. While the valets and greeters set the tone for the guests' visits, team members are cross-trained to anticipate their guests' needs in advance. For example, walkers are unloaded and set up smoothly for those guests who may require a little extra support, good luck comments are extended to all as they enter the front doors, and bottled water is offered by the valets upon departure – seemingly small gestures that absolutely offer colossal results.

Background

Nearly ten years ago, Table Mountain Casino's leadership team decided the best way to differentiate itself from the competition was to passionately focus on customer service;

When their efforts initially began, the secret shopping scores hovered around 60%; better than average, but nowhere near where leadership wanted them to be, and where they knew they could be.

In 2012, the leadership team came together to design and implement a comprehensive, full-package approach, in line with the property's mission statement, "To make a positive difference in our guest's experience, one guest at a time." Buy-in from management, supervisors and team members was crucial to ensuring success. Every team member from each department was included and personal training commenced. Components were strategically incorporated into the Table Mountain approach, and included team member training, regular mystery shopping, presentation skills training for the executive team, fun, engaging internal programs for all staff and meaningful team member recognition events. Consistent education and awareness of communications and actions was key; combined with one-on-one training, which organically led to successful, fun and meaningful team member group interactions.

Soon after the initial components were enacted, the efforts were further refined and categorized into five fun and easily articulated core customer service standards for Table Mountain team members. To be clear, these standards are expectations for every single team member in both the front and back of the house. The service standard categories were dubbed, 'I AM TM'. I AM TM represents Table Mountain Casino's service standards, yet also provides a constant reminder to each team member that their mission with service is a personal one. Every team member at Table Mountain Casino is committed to working together to serve their guests, yet they also understand and accept that the ultimate responsibility starts with their own individual commitment to the guest service experience.

It is clear, through the secret shopper surveys, that each member of the organization truly embraces the belief that



Rob Goslin, Casino President/GM of Table Mountain Casino, emphasized that their formula for success is a team effort. "Every team member at Table Mountain, from the Executive Team to all those who are the first point of contact with our guests, demonstrates I AM TM. Their steadfast efforts are consistently reflected in the mystery shopping results every quarter." Goslin continued, "We are all I AM TM and our guests can clearly feel that dedication and welcoming sensation every time they come through our doors."

through service, they themselves represent Table Mountain Casino. It is an empowering and unique philosophy for the team members. Furthermore, the Table Mountain management team has embraced their role of reinforcing these standards and empowering the team to represent Table Mountain Casino in their own unique way. Management recognizes service highlights, and is consistent in showing appreciation and recognition for the efforts of the team members as a key to repeat service performance – and that philosophy works.

About I AM TM

The acronym, I AM TM, reflects I Am Table Mountain, and spells out the service expectations in conjunction with demonstrating that each team member has ownership and accountability for presenting the casino in a professional and service-friendly way.

Mystery Shopper Results

Mystery Shopping is an industry best practice technique that is used to assess team member adherence to the service

I AM TM

Impressions: First & Last

Appearance: Ours and the Facility

Meet Their Needs: Quick, Undistracted, Friendly Service with Use of Name

Thorough Knowledge: Promotions, Property Events and Entertainment

Make a Difference in Their Day: Build Relationships, Personal Touch to Service, Make Them a Priority

standards as well as to measure guest responses. For consistency purposes, the same mystery shopping company has been utilized at Table Mountain Casino over the past decade, recording the impressive rise to the 90th and above percentiles, a rise that even the mystery shopping company has never witnessed.

Each quarter, at an unknown date and time, trained shoppers rotate through the property and assess each and



Posters are placed in areas of the back of the house to share how members of the team demonstrate the I AM TM standards.

CASE STUDY

"Belief in the team members, the courage to design, establish and implement proprietary service standards that are unique to the Table Mountain property and willing adherence to those standards, have combined to set this Central California jewel apart."



every department. The shoppers are expertly trained on the Table Mountain I AM TM service standards and know precisely what to look for. They then document their experiences through ratings and narratives.

As an example, over the last two quarters, secret shopper surveys demonstrate the following scores:

- Bingo has scored 100% for both quarters
- The Gift Shop has scored a 100% and a 91.4%
- Valet received a 97.6% and a 96.2%
- Eagles Landing Restaurant received a 93.7% and a 92.2%

Other departments with consistent scores around 90% include PBX, security, environmental services, cage operations, and casino floor beverage service.

Belief in the team members, the courage to design, establish and implement proprietary service standards that are unique to the Table Mountain property and willing adherence to those standards, have combined to set this Central California jewel apart.

With a continued focus on exceptional guest service, and happy players and team members, Table Mountain Casino is a proven winning combination. ♣

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