

# VIP Player Services Associate



## GREAT PEOPLE

- |   |   |
|---|---|
| <b>PROVIDE<br/>REMARKABLE<br/>SERVICE</b> | <b>EARN<br/>TRUST<br/>&amp; LOYALTY</b> |
| • WHAT WE DO, WE DO WELL                  | • OWN IT, TAKE ACTION, FIND THE FIX     |
| • COMMITMENT IS EVERYTHING                | • DO THE RIGHT THING                    |
| • PAY ATTENTION TO DETAIL                 | • SHOW RESPECT AND CONSIDERATION        |
| • LISTEN & CONTINUE TO LEARN              | • WE ARE RESPONSIVE                     |
| <b>WORK AS<br/>ONE TEAM</b>               | <b>IMPROVE<br/>OUR<br/>COMMUNITIES</b>  |
| • EVERYONE'S JOB MATTERS                  | • PAY IT FORWARD                        |
| • WORK SMART, WORK EFFICIENTLY            | • CELEBRATE ACHIEVEMENT                 |
| • SUPPORT AND HELP EACH OTHER             | • GET INVOLVED                          |
|   | • MAKE A DIFFERENCE                     |



## our values

At Niagara Casinos, our values guide everything that we do. We work together as one team to provide remarkable service, earn trust and loyalty by doing the right thing and improve our communities by making a difference.

## Overview of the Job

### What's involved in a VIP Player Services Associate's job?

Our VIP player services associates are located on the gaming floor at the Fallsview Casino. They are responsible for enrolling our players into our rewards program, re-printing cards, issuing complimentary, re-settings and responding to questions regarding property amenities and attractions in the surrounding area. Most importantly you will be responsible for promoting our property amenities and promotions to gold, platinum, elite and premium card holders. At other times you will sell and promote tickets to shows, book hotel rooms, market the rewards card on the floor to other guests and provide complimentary (comps) to qualified players based on their level of play.

The VIP player services associate is a customer service position requiring someone who can handle high volumes of in person interactions for long periods of time. Your ability to listen carefully to guests in order to understand their concerns and offer appropriate solutions is important to your success.

As a VIP player services associate, you will attend a mandatory meeting at the beginning of each shift, where you will be assigned your tasks. These meetings, called pre-shifts are about 15 minutes long. In addition to receiving your assigned tasks for your shift, your supervisor will update you on current events, promotions, departmental announcements or changes to policies, programs and any other information that you will need to be successful during your shift.

This position is regulated by the compliance branch of the Alcohol and Gaming Commission of Ontario (AGCO) and requires a gaming license as prescribed by the AGCO. For further details on this process please visit their website at [www.agco.on.ca](http://www.agco.on.ca). You will be expected to promote Casino amenities, such as our restaurants, entertainment and hotel. You will interact directly with our guests and this role requires individuals with a warm, friendly and efficient personality with an understanding of delivering service with a smile.



# The Marketing Department

The marketing department is a large division in Niagara Casinos, with seven directors who are accountable for entertainment and events programs, entertainment and events production, communications, casino sales, VIP player services, marketing services, and data base marketing. The entire team is led by the vice president of marketing. Communications and the two entertainment divisions report directly to the vice president of marketing; casino sales, VIP player services, marketing services and data base marketing report to the executive director of marketing operations. There are managers and supervisors in all of the departments except communications.

## The VIP Player Services Team

The director of VIP player services oversees three distinct teams, the call centre, international marketing and VIP player services. All three teams work in partnership to provide superior customer service and ensure a flawless experience for our patrons.

The VIP player services team consists of a manager, supervisors, executive hosts, casino hosts, VIP fleet administrator, VIP player services coordinator, VIP player services representative, VIP communications representative, VIP player services associate, and limo drivers. According to our VIP player services associates, the amount of supervision you can expect is...

"Moderate, supervisors are always on duty and available by phone if needed"

## Locations and Shift Length

### What type of training will I receive as a VIP Player Services Associate?

VIP player services associates are located at Fallsview Casino Resort only. They are scheduled to work in the VIP booth on the gaming floor, the Sapphire Lounge and the Platinum Lounge. The VIP player services associate is a customer service position; therefore staffing level requirements for these positions is dictated by patron volume.

Full time VIP player services associates have a set shift and set days off each week. Part time and contract associates are scheduled to work all shifts with different days off to backfill for shift vacancies, special events and heavy patron volume days. Niagara Casinos operate 24 hours a day, year-round and VIP player services associate coverage is provided at all times.

You will be scheduled for eight-hour shift that includes 2-30 minute breaks. Shift start times vary throughout the day. It is important to remember that public holidays such as Thanksgiving, Christmas and New Year's Day are occasions when people typically spend time with their families, however, our business operates on these days and you will be required to work. These are facts that you should consider prior to applying for the position.

#### •New Hire Orientation:

A comprehensive day of guided training that familiarizes you with Niagara Casinos' policies and procedures, health and safety, regulatory compliance and customer service expectations.

#### •Department Orientation:

This 10-day training will take place within a few days after your New Hire Orientation. It covers specific information regarding your department's policies, procedures, standards, job expectations and includes a property tour.

#### •Job Shadowing:

Once your departmental training is complete, you will work alongside another VIP Player Services associate and "job shadow" him/her in the role. This on-the-job training ensures that you are able to fulfill the requirements of the role. On-the-job training provides you with a complete picture of your department's daily activities during all shifts.

#### •Final Assessment:

Your performance will be assessed. If you are unsuccessful, a member of the supervisory team will identify your specific areas for improvement. You will be provided with assistance to help you achieve the expected performance levels and behaviours. If you successfully pass the assessment you will be assigned scheduled shifts. It is important to ask for help if required during your training period and ask questions if you require clarification.

# Quotes From Our VIP Player Services Associates

The following quotes are intended to provide you with insight and information regarding the job, the working environment and the positive and negative aspects of the role. We believe in providing clear and transparent information about our jobs to help candidates understand what the role entails. It is essential that you have a full understanding of the role prior to deciding whether to apply.

## What Can I Expect on a Daily Basis?

"To find alternative options for patrons who might not qualify for their initial requests"

"Make customers feel appreciated; resolve conflict and respond to complaints"

"Lots of laughs, great friends, memories"

"Meet new people and learn something new"

"Expect the unexpected"

## The APPEALING Aspects of the Job

"The job is not routine, something new every day"

"Great teamwork environment – the associates I work with and management"

"Dealing with many different and interesting patrons"

"Confidence in your ability to make the right decisions"

"Working in the Sapphire Lounge, is a nice change of pace, a different environment"

"Really being able to help a patron and they truly appreciate it"

"Working the events such as the gala, tournaments, they are fun; we take pictures, assign seating, and score entries"

## The UNAPPEALING Aspects of the Job

"It is really loud all day; with the noise from the slot machines and music"

"Part time associates rotate shifts"

"There is not any natural light"

"Stand for majority of shift"

## Do You have what it takes to be a Great VIP Player Services Associate?

### Do I...

- Provide remarkable service?
- Earn trust and loyalty?
- Work as one team?
- Improve our community?

### Can I...

- Recover quickly from unpleasant situations?
- Keep smiling when someone is impolite or I can't understand their language?
- Work in a loud and noisy environment i.e. music playing and slot machines?
- Keep positive while interacting with people in person all shift?
- Use tact and diplomacy when dealing with sensitive customer situations?
- Take accountability for resolving customer concerns to the end?
- Work in an environment with no natural light?

### Will I...

- Smile, greet and thank every guest?
- Build relationships by remembering preferences and names of guests?
- Be able to deal with a variety of people (different cultures or language barriers)?
- Work weekends, holidays, midnights for many years?
- Work independently and make decisions within established parameters?
- Pay attention to detail?

### Am I...

- Easy to talk to, approachable and a good listener?
- Outgoing, fun to work with, organized, patient, friendly and helpful?
- A positive person who can handle pressure and a hectic, demanding pace?
- A people person who likes to serve people in person all day long?
- Calm when dealing with controversy, applying strong conflict resolution skills?
- Willing to adapt to change?

