

Customer Service, Player Development and Customer Loyalty in The Racing Industry

- I. My Perspective on Racing
 - Family, School, and Mentors
 - Former racing executive
 - Thoroughbred Horse Owner today
 - Horse Player

- II. Customer Service
 - Horsemen Relations - owners
 - Ambassadors – new visitors
 - Admissions and ushers – owners and players
 - Stakes Coordinators - trainers
 - Player Club Programs – gamblers?

- III. Customer Development
 - Building the existing relationships and incremental growth
 - Reactivating fans absent for over a year
 - Cross Brand Property trips
 - New Player Development

- IV. Conclusion - Future of racing