

ComOps and ROI Solutions Partner to Turn Customer Experience Insights into Measurable Business Results

Strategic partnership connects customer and employee insights with hands-on leadership development, guest experience, marketing and operational expertise.

DAVIE, FL, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- [ComOps](#), a strategic consulting and specialized support organization serving the hospitality, casino, travel and tourism industries, today announced a strategic partnership with [ROI Inc](#), a Tribal enterprise-focused operations, marketing and talent management organization. Together, the companies will help hospitality and gaming organizations move beyond measuring customer and employee sentiment to taking meaningful action that improves service, employee engagement, customer loyalty and financial performance.



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Hospitality organizations today have access to more customer feedback and operational data than ever before. The greater challenge is determining what to do with those insights — and creating sustainable change across the organization.

ComOps works with hotels, casinos, resorts and other service-driven organizations to understand customer and employee sentiment, identify strengths and opportunities across the experience, and translate those findings into

clear strategic priorities. When those priorities require deeper organizational change — including leadership development, service culture transformation, team member engagement or focused marketing and operational improvements — ROI Inc can provide hands-on expertise and onsite

organizational and training support to help bring those strategies to life.

“Our clients don’t need another report telling them what happened. They need to understand why it happened, what matters most and, most importantly, what they should do next,” said Robert Levine, CEO and Co-Founder of ComOps. “ROI Inc gives us an incredibly experienced team that can help turn those insights into action. Todd and his team understand casino and resort operations from the inside because they have actually led these functions. Together, we can help a client identify an opportunity, build the right response, and then work alongside their leaders and team members to make meaningful, sustainable change.”



-Connecting Experience Intelligence with Operational Execution-

The partnership is designed around a common challenge within hospitality and gaming organizations: knowing there is an opportunity and having the organizational capacity and expertise to address it are two very different things.

A customer experience program, for example, may reveal that guests consistently identify employee interactions as a major driver of satisfaction and loyalty. Simply sharing those findings with property leadership may not create improvement. The underlying opportunity could require changes to leadership behaviors, employee recognition, training, internal communications, service standards or performance management.

Similarly, customer data may identify an opportunity within a particular guest segment that requires changes to marketing strategy, reinvestment, offers or communications rather than traditional customer-service training.

The combined ComOps and ROI Inc approach allows each engagement to be tailored to what the organization actually needs rather than forcing clients into a predetermined program.

ROI Inc’s team is particularly differentiated by its operating experience. Its professionals have served in leadership positions within casino and resort marketing, human resources and operations, with experience spanning guest-service training, team-member performance improvement, enterprise strategy and executive leadership.

“Data gives leaders the clarity to see where the greatest opportunities exist, and people bring those insights to life”, said Todd Strusz, Owner and CEO of ROI Inc. We’re excited about this partnership with ComOps and the opportunity to connect those two elements... combining

operational intelligence with our targeted employee development to turn insight into stronger leadership, stronger cultures and better experiences for Team Members and Guests.”

-From Measurement to Sustainable Change-

The partnership can support organizations across a range of customer and employee experience initiatives, including:

1. Aligning Vision & Values: Ensuring the enterprise’s values serve as the foundation for how leaders lead, Team Members work, decisions are made, and Guests are served.
2. Customer Experience Strategy: Translating customer feedback, sentiment and operational data into clearly prioritized improvement opportunities.
3. Leadership Development: Equipping leaders with behaviors and practices designed to strengthen service culture and operational performance.
4. Guest Service: Developing bespoke programs that connect service expectations with training, measurement, employee recognition and leadership accountability.
5. Employee Engagement & Performance: Using employee insights to identify barriers to performance and creating programs that improve engagement, capability and execution.
6. Casino & Resort Marketing: Refining marketing strategies, processes and reinvestment based on customer behavior, business objectives and identified opportunities.
7. Onsite Activation & Support: Working directly with property leaders and team members to move initiatives from recommendations into sustainable operational practices.
8. Measurement & Continuous Improvement: Evaluating customer and employee response to initiatives and using ongoing insights to refine strategies over time.

The approach is intended to create a continuous improvement cycle: listen, understand, prioritize, activate, measure and refine.

-A Shared Focus on Business Outcomes-

The partnership reflects a shared philosophy between the two organizations: customer and employee experience initiatives should ultimately contribute to stronger business performance.

The result is not simply around measuring experience, but around improving it — and demonstrating the value those improvements create

About ComOps

ComOps is a commercial strategy and customer experience consulting firm that helps organizations maximize revenue, strengthen customer loyalty, and improve operational performance. Through advisory services, managed solutions, and technology expertise, ComOps partners with leading organizations to solve complex business challenges and deliver measurable results across hospitality, gaming, travel, and other customer-centric industries. To learn more, visit www.ComOps.com.

About ROI Inc

ROI Inc is a Tribal enterprise-focused operations, marketing and talent management organization providing hands-on services designed to generate a return on investment for its client partners. Its experienced team has held leadership roles across casino and resort marketing, human resources and operations. ROI Inc combines strategy with transformative development experiences across guest experience, leadership development, people and performance, and casino/resort operations and marketing. Its mission is to provide quality services with the highest level of integrity that meet the needs of its client partners and improve their bottom line. For more information, visit <https://www.roisolutionsinc.com/>.

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