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Strong Voices Heads to G2E 2026 With a New Answer to Casino Contact Center Staffing

Specialized gaming contact center brings a hybrid human-and-AI model to Las Vegas, helping casino resorts protect guest service, capture missed revenue and reduce pressure on on-property teams

SANTA FE, NM — [September XX, 2026] — Strong Voices Gaming Contact Center, the specialized casino contact center from Travel Outlook, will exhibit at the Global Gaming Expo (G2E) 2026, September 28–October 1 at The Venetian Expo in Las Vegas, bringing casino and tribal gaming operators a different approach to one of the industry's persistent operational challenges: delivering exceptional guest service when staffing is tight.

G2E brings together more than 25,000 gaming professionals and 400 exhibitors from around the world, with this year's event highlighting innovations across AI, hospitality technology, operations and the future of the gaming workforce.

Strong Voices arrives at G2E with a simple proposition for casino operators: **not every guest interaction needs to be handled on property — but every guest interaction needs to be handled well.**

Staffing shortages can reach far beyond the HR department. When casino resort teams are stretched thin, reservations calls go unanswered, front desks absorb work from other departments, response times increase, and VIP and guest interactions can suffer. Those

operational pressures can ultimately affect hotel bookings, dining and spa reservations, golf, group business and other revenue opportunities throughout an integrated resort.

Strong Voices was built specifically to address that gap.

Rather than replacing the on-property guest relationship, Strong Voices operates as an extension of the casino's team, handling hotel reservations, overflow calls, after-hours guest communication, front-desk inquiries and resort-related calls across dining, spa, golf, group business and other operations. This allows casino employees to remain focused on the interactions that most need to stay on property — including in-person service, complex escalations, service recovery and VIP relationships.



“Casino operators shouldn't have to choose between controlling staffing pressure and delivering exceptional guest service,” said John Smallwood, President of Strong Voices Gaming Contact Center. “Strong Voices gives properties another option. We can take the communication workload off an already stretched team while becoming a seamless extension of that casino's brand. The guest gets the service they expect, the property protects the revenue opportunity, and the people on property can focus on the guests standing in front of them.”

Human Expertise, Enhanced by AI

At the center of the Strong Voices model is a combination of hospitality-trained human agents and AI-supported guest communications.

Strong Voices provides 24/7/365 multilingual coverage and an omnichannel platform supporting voice, chat, SMS, email and social media. Its technology includes advanced routing for high-value players, daily AI-driven agent call scoring, secure call recording and PII masking, redundant carriers and geo-redundant data centers, and security aligned with PCI DSS 4.0, SOC 2 and applicable gaming commission requirements. These capabilities build upon the service platform introduced when Strong Voices launched in 2025.

For casino operators that choose to integrate it, **Annette, The Virtual Hotel Agent™**, Travel Outlook's hospitality-specific conversational AI assistant, can answer common guest questions, communicate across multiple languages and route calls, allowing human specialists to focus on interactions where personalization, sales expertise and judgment matter most.

The result is a hybrid communications model designed to give casinos greater capacity without requiring every department to staff for every possible call or inquiry.

Turning a Staffing Challenge Into a Revenue Opportunity

Strong Voices' message at G2E goes beyond answering more calls.

Every unanswered reservation inquiry can represent demand the casino has already generated but failed to capture. Strong Voices' approach is designed to help casino resorts capture more of that existing demand by keeping calls in play and using expertly trained reservations specialists to move high-intent conversations toward bookings and other on-property experiences.

That means the same solution addressing staffing pressure can also support reservation conversion, guest satisfaction, player loyalty and ancillary revenue across the resort.

“The question isn't always, ‘How do we hire more people?’” Smallwood added. “Sometimes the better question is, ‘What work really needs to stay on property?’ If we can remove repetitive, high-volume communication work from the front desk and other overloaded teams without sacrificing the guest experience, that's a win for the employee, the guest and the casino.”

A Specialized Model for Tribal Gaming

Strong Voices also maintains a particular focus on tribal gaming operations.

For tribal casinos interested in developing their own internal capabilities, Strong Voices can help train tribal members in professional call handling and provide the systems, equipment and guidance needed to support their own casino operations — an element that has been part of the Strong Voices mission since its launch.

Strong Voices currently serves casino resorts and tribal gaming organizations including the **Mille Lacs Band of Ojibwe's Grand Casino Mille Lacs** and **Grand Casino Hinckley** and **Spokane Tribe Casino.**

Meet Strong Voices at G2E 2026

G2E 2026 takes place **September 28–October 1 at The Venetian Expo in Las Vegas**, bringing together commercial and tribal casino operators, suppliers, regulators, technology providers and other gaming-industry leaders. The Expo Hall is open September 29–October 1.

John Smallwood and the Strong Voices team will be available during G2E to meet with casino and tribal gaming leaders interested in evaluating their reservations, contact center and guest communications strategies.

Strong Voices will exhibit at Booth 5047.

To schedule a meeting with Strong Voices during G2E or learn more about its gaming contact center services, visit TheStrongVoices.com.

About Strong Voices Gaming Contact Center

Strong Voices is a specialized gaming contact center serving casino resorts, tribal gaming enterprises and integrated resort destinations. Built specifically for the demands of gaming and hospitality, Strong Voices provides casino reservations, overflow guest services, player support and revenue-focused guest communications.

Serving as either a primary or overflow reservations and guest services department, Strong Voices combines hospitality-trained professionals with AI-supported guest communications to support hotel reservations, casino resort operations, VIP player services, front desk overflow, dining, spa, golf, group business and other resort-related guest inquiries.

Built on the reservations expertise and service model behind Travel Outlook, The Premier Hotel Call Center™, Strong Voices combines hospitality best practices, conversational AI, reservation sales expertise and performance-driven quality management to help casino operators improve responsiveness, reduce pressure on on-property teams and capture more direct revenue opportunities.

TheStrongVoices.com

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