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Strong Voices Gaming Contact Center™ Installs Travel Outlook's BLACK MARIGOLD™ Advanced Casino Contact Center Software

New gaming contact center technology combines CRM intelligence, guest communications, conversation analytics, and workforce optimization to improve guest experiences and identify revenue opportunities.

SANTA FE, NM — November 11, 2026 — Strong Voices today announced the introduction of **BLACK MARIGOLD™**, a next-generation casino contact center software platform designed to help casino operators generate more revenue from guest interactions, strengthen customer relationships, and improve operational efficiency.

Developed for the communication and service demands of casino and gaming operations, BLACK MARIGOLD brings CRM intelligence into live guest conversations, helping contact center agents recognize guest needs, personalize interactions, and identify revenue opportunities as they emerge.

For casino operators, the technology offers a way to make their contact centers more valuable. Rather than focusing solely on answering calls and resolving inquiries, BLACK MARIGOLD helps connect guest communications with customer intelligence, lead generation, service performance, and revenue-generating activity.



John Smallwood, President
Strong Voices Gaming
Contact Center

"Casino operators invest heavily in attracting guests and building lasting relationships, but valuable information can be overlooked during everyday conversations," said John Smallwood. "BLACK MARIGOLD helps contact center teams recognize that information, act on it, and turn routine interactions into opportunities to strengthen guest relationships and generate additional revenue."

From Casino Contact Center to Revenue Center

Casino contact centers handle a wide range of guest inquiries, from hotel reservations and entertainment to dining, amenities, and general property information. Each interaction presents an opportunity to better understand guest preferences, identify additional needs, and deliver more personalized service.

BLACK MARIGOLD helps agents recognize relevant information during live conversations, capture prospective customer details, and connect guest interactions with CRM intelligence and follow-up processes.

The platform is designed to complement existing CRM systems rather than require operators to replace them. BLACK MARIGOLD currently has a full integration with Ascent360, supporting its approach to connecting customer intelligence with contact center operations.

By making guest information more actionable, Strong Voices aims to help casino operators improve conversion, identify additional revenue potential, and gain greater visibility into the business value of their contact centers.

Advanced Casino Contact Center Technology

BLACK MARIGOLD combines guest communications, contact center management, quality monitoring, workforce optimization, and business intelligence in a cloud-based platform.

Key capabilities include:

- **Guest communications and agent tools** — Intelligent call routing, communication management, and agent workflows
- **CRM intelligence and prospect identification** — Relevant customer information and real-time identification of potential revenue opportunities
- **Speech and conversation analytics** — AI-assisted interaction review and analysis of guest communications
- **Quality management and agent coaching** — Greater visibility into service quality and agent performance
- **Workforce management and forecasting** — Tools to support staffing, productivity, and operational efficiency
- **Real-time reporting and business intelligence** — Insights into contact center performance, service levels, and conversion activity

The platform also supports communications across voice, SMS, email, web chat, and other digital channels, helping casino contact center teams manage guest interactions through multiple touchpoints.

Improving Guest Experience and Operational Performance

Beyond identifying revenue opportunities, BLACK MARIGOLD provides casino contact center managers with tools to evaluate service quality, monitor agent productivity, identify coaching needs, and make more informed staffing decisions.

Its conversation analytics and reporting capabilities help operators better understand guest interactions while identifying service trends and areas for improvement.

"Every conversation with a casino guest has value," Smallwood said. "Whether someone is booking a room, asking about dining, or planning a visit, the contact center should be equipped to deliver excellent service and recognize additional opportunities. BLACK MARIGOLD gives teams the intelligence and tools to make those conversations more productive."

For more information about BLACK MARIGOLD™ and Strong Voices' casino contact center solutions, visit TheStrongVoices.com/ BLACK MARIGOLD.

About BLACK MARIGOLD™

BLACK MARIGOLD™ is a cloud-based communications and contact-center platform designed to help organizations generate more revenue, improve guest experiences, and operate more efficiently. The platform brings together CRM intelligence, real-time prospect identification, reservation sales, omnichannel guest communications, conversation analytics, quality management, workforce optimization, and business intelligence. By connecting guest conversations with actionable customer and operational intelligence, BLACK MARIGOLD helps organizations recognize revenue opportunities, improve contact-center performance, and make every guest interaction more valuable.

About Strong Voices Gaming Contact Center™

Strong Voices Gaming Contact Center™, a division of Travel Outlook®, provides specialized contact center services for casino and resort operations. Strong Voices combines hospitality-trained agents and AI-powered technology to support reservations, guest communications, overflow and after-hours demand while operating as an extension of each property’s brand.

TheStrongVoices.com

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