

Transform feedback into loyalty.

GUESTScope is one of the most advanced survey technologies available for gathering and evaluating guest feedback. Assessment of value based on the impact of rate or stay length, coupled with other key drivers of satisfaction, enable you to maximize the guest experience and ensure high levels of intent to recommend and return.



Satisfaction equals revenue.

Revenue at Risk shows the relationship between the guest experience and potential dollars lost based on guests' comments and reported satisfaction levels. Actualized Revenue at Risk is based on his/her recent experiences and intent to return.



Actionable knowledge.

The Key Opportunities report indicates which factors have the biggest impact on guest satisfaction. Necessary actions needed to have a direct and positive impact on guests' intent to recommend and return, are identified and prioritized. Combined with Symantia, a reporting dashboard add-on which includes text analytics, sentiment analysis, comment frequency and trending, priorities most important to customers are identified, ensuring an efficient allocation of resources.



Benchmarking analysis.

Observed trends and multi-property rankings help you understand how your properties are performing over time and in relation to key service areas. This data provides information about your competitive position with regard to guest satisfaction, intent to return, and price/value.



Identify and respond to comments and criticisms.

GUESTScope's unique Survey Response System (SRS) allows management to respond directly and immediately to recent guest feedback. Customized templates allow you to communicate with your guests to thank them and/or address their concerns.



Manage and monitor social media.

UniFocus' Online Reputation Manager enhances GUESTScope feedback and elevates it to the next level by combining the data with what clients are saying on social media. This increased sample size provides a more accurate measurement of your organization's reputation. Additionally, our partnership with TripAdvisor allows guest comments to be pushed automatically to its site.

UniFocus' industry-leading survey technologies link service standards to employee and guest perceptions, delivering accurate and actionable solutions for any service industry business. Our surveys ask the right questions, honed from years of industry expertise, to provide the insights you need to drive your top line.

Solutions... not just software