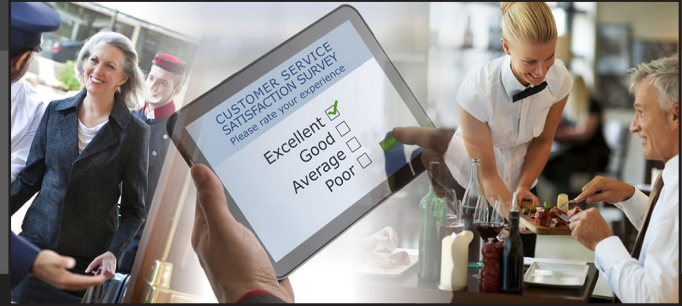


Survey Solutions

GUESTScope



Have Them Back! Improve Your Guests' Intent to Return and Recommend with GUESTScope

Satisfied guests are the backbone of any business. UniFocus directs your action plan to improve **guests' overall satisfaction** and intent to recommend by showing the areas that most impact the property with its **GUESTScope™** guest satisfaction survey solution. Boost your ability to understand customer feedback with the option for easy to use, real-time customer comment and sentiment analytics.



GUESTScope provides accurate and **actionable solutions** for any business in a service industry. The technology provides a clear understanding of every facet of guest **loyalty** and satisfaction. Efforts to increase your guest's intent to **recommend and return** suddenly become easier!

GUESTScope sorts through the large amounts of gathered data and determines "Key Opportunities" that **identify** the issues most important to your guests.

GUESTScope's unique Survey Response System™ (SRS) allows management to **respond directly** and immediately to recent guest feedback.



Key Benefits:

- Online "at a glance" **dashboard** of all survey results
- Customer Comment and Sentiment Analytics available
- Prioritize actions needed to have direct and immediate **positive impact** on guests' intent to recommend and return
- **Revenue at Risk** shows the relationship between the guest experience and actual rooms revenue at risk for returning
- Trending and **multi-property rankings** illustrate how your properties are performing over time, and in relation to company benchmarks
- Understand competitive position with regards to key service areas with industry **benchmarking**
- Online Travel Review site **integration**
- Instant "guest at risk" email **notifications**
- Learn how rate **impacts** your guests' perception
- **SRS** automatically generates and provides for the creation of customized templates for timely response

Now you can have a better understanding of which comments have the most impact on your guest satisfaction, enabling better and more targeted action planning to drive the greatest R.O.I. Bring your customers back time and time again with the knowledge gained from GUESTScope.

UniFocus is exclusively dedicated to providing the Hospitality, Service, Retail, and Health Care Industries with the most comprehensive Financial and Workforce Management systems and Survey Solutions available worldwide.