

Survey Solutions

# MEETINGScope



**Know Your Planners! Increase Loyalty and Intent to Return and Recommend with MEETINGScope**

The relationship between a hotel and a meeting planner is unique, as the planner is not only a customer, but also a business partner. The depth of knowledge you receive with **MEETINGScope™**, UniFocus' meeting planner survey feedback solution, provides the information you need to build these relationships and your business.

Meeting planners carry with them a significant amount of purchasing **power**. Capturing their loyalty is critical in order to inspire repeat business. UniFocus developed MEETINGScope specifically to convert survey data into revenue driving opportunities.

At UniFocus, we understand that it is more than a simple survey and deliver a comprehensive look at all feedback over time, to maximize your business and improve **intent to return**.

MEETINGScope's email correspondence and **web-based survey** technology points out perceptions meeting planners have about your services from initial contact through the post event follow-up.

Survey questions are customized and designed to highlight concerns with any part of the meeting planning process. From a corporate standpoint, you receive roll up reporting on your entire portfolio.

## Key Benefits:

- Close **more business** and better understand individual planners' needs by identifying hot buttons
- Easily identify areas of improvement that impact **intent to return** and recommend
- Gain cross-selling opportunities with **Meeting Planner Profile**, which houses all historical data and information specific to event contacts and planners
- Enables impactful **outbound marketing** directly
- Gain **insight** into staff performance in specific areas
- Recognize performance and **trending** specific to market segments/events
- Multi-language **support**

## Meeting Planner Profile Key Benefits:

- Creates platform for sharing **best practices** across properties
- **Optimizes** properties' ability to cater to planners' wishes and needs

Know your meeting planners' hot buttons and increase your meetings and events business with MEETINGScope.



*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.*