

Survey Solutions



**Exceed Customer Expectations!
Acquire Invaluable Insight with UniFocus' Survey Solutions!**



GUESTScope



STAFFScope



MEETINGScope



SERVICEScope

Companies continuously need to seek ways to improve their business, services provided, and the products offered in order to exceed customer satisfaction, attract new customers, and retain existing clients.

UniFocus' Survey Solutions link service standards to guest and employee perceptions helping to improve the client's experience. MEETINGScope is specifically designed for the meeting industry to boost a property's meetings/events business by capturing feedback directly from meeting planners. UniFocus' in-depth mystery shopping program aids in evaluating perceptions as a customer to perfect company service to standards. These tools are structured to continuously solicit statistically valid feedback from guests to drive strategies.

The intelligence gained from Survey Solutions assists executive and management teams in effectively managing the workforce and executing informed business decisions leading to a competitive advantage.

GUESTScope

UniFocus' advanced survey technologies provide a clear understanding of every facet of guest loyalty and satisfaction, allowing for timely and informed actions that will positively impact guest perceptions.

- ◆ Dynamic, "at a glance" dashboard of all survey results
- ◆ Prioritize actions with Key Opportunities
- ◆ Immediately have a positive impact on guests' intent to recommend and return
- ◆ Revenue at Risk shows the relationship between the guest experience and potential dollars lost

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

“Our team is looking forward to the feedback so we can improve the overall guest experience. UniFocus’ product allows us to identify by villa, service, party and program allowing us to easily identify trends.”

*- Mitch Goldberg,
Vice President of
Operations, GKTW*

“Valid Customer feedback is extremely important to earning high satisfaction ratings and plays a vital role in loyal clients driving profits and recommending new business. With UniFocus’ online system, The Mayfair will capture the feedback of guests which will be integrated with our corporate level reporting. Every key touch point that makes up a guest stay is valuable.”

*- Si Sloman,
principal MJS Hotels*

“The team at UniFocus clearly values relationships and customer service is a priority. With UniFocus’ on line guest satisfaction surveys Skytop now has the ability to customize tracking and trend reporting. Management gains the ability to view key opportunities necessary to maximize our customer experience across services, property improvements to consider and the product updates and launches our guests are wanting.”

*- Cara Federici, Director
of Sales & Marketing with
Skytop Lodge*

STAFFScope

This employee engagement tool leads to an improvement in customer satisfaction due to a more involved staff, and increased and sustained employee loyalty. An enthusiastic workforce reaps profits for the business.

- ◆ Easily understand driving forces to engage staff
- ◆ Identify Key Opportunities for fast and easy action planning at organizational, property and departmental levels
- ◆ Goal-setting and action-plan tracking help managers and employees achieve potential
- ◆ Dashboard reporting by company, region, property, department and sub-department

MEETINGScope

Clearly see how planners perceive their experience from contract through planning, on event day and post event, with this innovative meeting planner solution. Capturing their loyalty is critical in order to inspire repeat business.

- ◆ Close more business and better understand individual planners’ needs by identifying hot buttons
- ◆ Easily identify areas of improvement with Key Opportunities 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
 - Creates platform for sharing best practices across properties
 - Optimizes properties’ ability to cater to planners’ wishes and needs
- ◆ Enables impactful outbound marketing directly

SERVICEScope

These trained and certified mystery evaluators experience customer service in action. Shopping programs provide an unbiased, additional source of information, which coupled with guest feedback, can help ensure the brand promise is relevant and being met.

- ◆ Focus and align resources to what matters most to the customer
- ◆ Knowledge to determine best practices and refine levels of service
- ◆ Support on-going efforts to improve guest loyalty and satisfaction
- ◆ Industry benchmarking and trending to track and measure improvements

UniFocus’ Survey Solutions provide effective, real-time customer loyalty and employee engagement metrics. These tools produce higher response rates and useful business intelligence via intuitive dashboards. Surveys can be presented in any written language, are compatible with smart phones, tablet PCs, and iPads, and have the ability to be accessed via QR codes. UniFocus has partners in more than 100 countries worldwide. Each year more than 3 million surveys are administered with UniFocus.