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## **For Immediate Release**

# **InterContinental Hotels & Resorts Partners with UniFocus to Enhance Meetings Satisfaction Worldwide**

## ***UniFocus' MEETINGScope™ New Global Brand Standard***

**DALLAS—JANUARY 21, 2009**—UniFocus, a global pioneer in the hospitality industry for performance, workforce management and closed-loop feedback solutions, announced that InterContinental Hotels & Resorts has selected the firm's MEETINGScope as the new brand standard for its properties worldwide. Their global brand management team chose UniFocus as a global partner after an extensive RFP evaluation process.

MEETINGScope is the most advanced web-based system available for gathering critical feedback in real-time and ensuring meeting planner satisfaction during the entire event process. It also includes rich-media online sales tools that enable organizations to market directly to the meeting planners and agencies.

InterContinental Hotels & Resorts is the luxury brand of InterContinental Hotels Group, with 157 hotels globally and 69 hotels in the pipeline. UniFocus is customizing its meeting satisfaction survey system specifically for InterContinental Hotels & Resorts to measure the pre and post meeting feedback from meeting planners through industry leading reporting tools. Each user may also specify their precise meeting planner feedback criteria.

"InterContinental Hotels & Resorts is the world's first truly global hotel brand with more than 60 years of insight. Our new partnership with UniFocus demonstrates our ongoing commitment towards the meetings and events business," said Anthony Ingham, Global Director of Guest Experience for InterContinental Hotels & Resorts. "The brand is all about helping our guests make the most of their time and we believe it's important for our hotels to establish personal connections with meeting planners and guests. UniFocus' MEETINGScope is the most advanced system available for gathering critical meeting planner satisfaction feedback—during the entire event process, from start to finish. It will play a key role in helping us enhance the overall meetings experience."

UniFocus' MEETINGScope system streamlines communications, analyzes every aspect of key service delivery factors, and provides historical data capture for trending and strategic planning—all of which combine to enhance relationships with meeting planners. Survey analytics can also be related to guest and employee feedback then juxtaposed against mystery evaluations to produce actionable intelligence.

"I'm most pleased that InterContinental Hotels & Resorts chose to partner with UniFocus and launch MEETINGScope as their new global brand standard," said Mark Heymann, President and CEO of UniFocus. "One of the key advantages of MEETINGScope is our personalized approach, enabling hoteliers to draw from a rich repository of web-based profiles to pinpoint what meetings they do best. You can also match the right staff with the right meetings for better relationships, providing greater cross-selling opportunities and more competitive positioning.

"We look forward to working with InterContinental hotels and resorts worldwide to achieve their objectives," continued Heymann. "Our global partnership is further validation that UniFocus is making a difference in the hospitality industry."

The real-time nature of UniFocus' feedback technology provides an important competitive differentiator by enabling quicker response to service issues and shorter recovery time. Hotel operators can identify critical issues throughout the entire meeting event process—from contracting, through planning, meeting execution and conclusion. The on-going feedback ensures a consistently positive experience at every touch point.

Among the benefits MEETINGScope offers are:

- Web-based survey technology and e-mail correspondence—essential to reaching meeting planners—that delivers higher response rates and maintains statistical reliability.
- Immediate "Hot Button" reports showing important service concerns, even in first-time-business situations.
- A database of more than 100,000 meeting-planner profiles.
- Benchmarking, team performance and results reporting across each department that are delivered in an online system in real-time.
- An integrated Action Plan Tracking System that ties directly to Meeting Planner Response System to ensure that proper service recovery occurs.
- MEETINGScope training and support provided by a UniFocus team that has decades of hospitality and meeting sales experience.

For more information on MEETINGScope and other UniFocus management and financial solutions, visit the company's Web site, [www.unifocus.com](http://www.unifocus.com).

## About InterContinental Hotels & Resorts

*The world's first truly international hotel brand, InterContinental Hotels & Resorts has over 150 hotels, located in more than 60 countries with local insight that comes from over 60 years of experience. At InterContinental we believe that superior, understated service and outstanding facilities are important, but what makes us truly different, is the genuine*

*interest we show in our guests. Our desire is to help guests make the most of their time. We connect our well-traveled guests to what's special about a destination, by sharing our knowledge so they enjoy authentic experiences that will enrich their lives and broaden their outlook. For more information, visit [www.intercontinental.com](http://www.intercontinental.com) and [www.intercontinentalvideo.com](http://www.intercontinentalvideo.com).*

## About UniFocus

*Based in Dallas, UniFocus serves hospitality, casino and resort operations in the U.S. and overseas. UniFocus offers full-service operational analysis, management and staff training, financial and labor management applications, as well as staff, meeting planner and guest satisfaction measurement programs, along with a unique mystery evaluation system that can link service standard attainment to guest and employee perceptions. The resulting database allows UniFocus to uniquely correlate and benchmark each client's performance to their particular competitive markets. Enhanced reporting capabilities allow hospitality executives to have a "total picture" overview of their operations, set strategic actions and gain asset value.*

*UniFocus is a Preferred Partner of The Leading Hotels of the World<sup>®</sup>, a member of the American Resort Development Association (ARDA), a member of the Association of Collegiate Conference and Events Directors-International (ACCED-I), a Microsoft<sup>®</sup> Certified Partner, an affinity partner of the International Association of Conference Centers, a business partner of the International Association of Convention & Visitors Bureaus, and an allied member of the American Hotel & Lodging Association. For more information, visit [www.unifocus.com](http://www.unifocus.com) or call 972-512-5100.*

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