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For Immediate Release

Best Western International Partners with UniFocus for Member Feedback to Enhance Service

UniFocus' Feedback Methodology and Analytics Yield Better Intelligence

DALLAS—JANUARY 14, 2009—UniFocus, a global pioneer in the hospitality industry for performance, workforce management and closed-loop feedback solutions, announced that Best Western International, The World's Largest Hotel Chain[®], has selected the firm's advanced survey technology to poll its member hotels. Their executive management team chose UniFocus as a partner after an evaluation process that examined the company's industry expertise, technological advantages and proven implementations.

UniFocus' Member Feedback System is the most robust web-based feedback technology in the industry for gathering candid feedback from member hotels about their service experience. The survey questions are designed to measure overall satisfaction and relate to each applicable department providing support; feedback results provide opportunities to improve the membership association's service to Best Western hotels in North America.

"We are excited to work with UniFocus to enhance the relationship between our Member hotels and brand-level staff," said Rhona MacMillan, Managing Director of Strategic Services for Best Western International. "We in the Best Western family are dedicated to providing superior customer care at the guest and Member levels. Our new online follow-up surveys make it easier for Members to help us to focus on areas where we can have the most profitable impact on their properties."

Today it's more critical than ever to know and understand what branded properties are experiencing. UniFocus is dedicated to effective partnerships that create surveys that ask the right questions, thereby increasing the response rate and yielding statistically valid sample sizes. Most importantly, the company's technology closes the loop by generating a personalized response to the survey participant to let them know the brand cares.

“I’m pleased to announce our new partnership with Best Western International and their decision to utilize our survey analytics to enhance the service experience of their member hotels in North America,” said Mark Heymann, President and CEO of UniFocus. “Our online feedback and tracking system goes beyond standard member surveys to produce strategic intelligence for more informed and tactical decision making, enabling your staff to spot trends and variances more easily and within any date range.”

The UniFocus Member Feedback System can provide seamless integration to other systems so that you can establish links that help optimize revenue streams. Follow-up and resolution reporting enables you to fine-tune tactics to more effectively serve members. Finally, you can track progress in real-time and there is an automated escalation process to alert you when a member needs more urgent attention.

About Best Western International

Best Western International is THE WORLD'S LARGEST HOTEL CHAIN®, providing marketing, reservations and operational support to over 4,000 independently owned and operated member hotels in 80* countries and territories worldwide. An industry pioneer since 1946, Best Western has grown into an iconic brand that hosts 400,000* worldwide guests each night. Best Western's diverse property portfolio, its greatest strength, stems from a business model designed to give owners maximum flexibility to address market-specific needs. Equally committed to the business and leisure traveler, Best Western recently embarked on a five-year mission to lead the hotel industry in customer care. Since 2004, Best Western has served as the Official Hotel of NASCAR®. For more information or to make a reservation, please visit www.bestwestern.com.*

** Numbers are approximate and can fluctuate.*

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®, 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® 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 or call 972-512-5100.

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