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## **For Immediate Release**

# **The Betsy Utilizes GUESTScope™ to “Establish Repeat Clientele”**

**DALLAS – DEC. 8, 2011** – UniFocus today announced that The Betsy Hotel has dramatically increased their guests’ intent to return and recommend by utilizing the company’s industry-leading GUESTScope feedback system. The Betsy is a distinguished landmark boutique hotel that is redefining hospitality in South Beach.

“UniFocus’ GUESTScope is a great application for retrieving true guest experiences, building guest relationships, and improving on areas which would normally be hidden from management eyes,” said Cory Randolph, Director of Operations of The Betsy Hotel. “UniFocus’ guest tracking system is a very user friendly application that has helped The Betsy promote business and establish repeat clientele by enabling us to know what our guests are thinking.”

GUESTScope provides real-time alerts to key staff and the transparency to see how well associates handle specific concerns, enabling hoteliers to measurably improve problem resolution and service recovery efforts.

“We are pleased about our partnership with The Betsy Hotel and their success at creating loyal guests who return and recommend the property to others,” said Mark Heymann, President and CEO of UniFocus. “GUESTScope brings together the most dynamic and intuitive reporting technologies to put actionable information at your fingertips and ensure effective actions are taken when revenue is at risk.”

UniFocus’ GUESTScope utilizes customized survey questions designed to distill the most important issues surrounding the customer experience and includes these competitive advantages:

- **Real-time alerts** – Ensure that key staff members make faster and effective service recovery efforts.
- **At Risk Revenue** – Convert guest response scores into significant dollars of otherwise lost revenue.
- **Problem Resolution** – Quantify the revenue impact of a property’s problem resolution efforts.
- **Key Opportunity Reporting** – Clearly identify the issues most highly correlated to customers’ intent to return and recommend.
- **Service Recovery Index** – Easily ascertain how well the staff is resolving problems by type and the timeliness of response.

- **Issue Analysis Reporting** – Put effective corrective actions into play per frequency and type of issue.
- **Communication Blog** – for staff to document and share insights from the data.
- **Integrated Travel Site Monitor** – Integrates your open-loop and closed-loop feedback.

## **About The Betsy**

*Dramatically poised alongside its Art Deco neighbors, The Betsy is a distinguished landmark hotel on Ocean Drive. Believing that public spaces can be more than waiting areas, the recently transformed hotel has been uniquely recognized by global patrons and media for programs that champion the power of community by cultivating the sights and sounds of art, music and literature. The Betsy's 61 rooms and suites are private, beachside havens where sensory details, imaginative amenities, and inspirational design coalesce to produce an unparalleled experience in South Beach. Relaxed, tropical interiors are elegant yet maintain an aura that is passionately low-key. A courtyard pool sits off of the airy lobby, and provides a more intimate retreat from the coastline. The Deck at The Betsy, an expansive rooftop with sweeping views of the Atlantic offers a Wellness Garden with a range of treatments and massage therapies. Specialty cocktails and light fare are offered at the exquisite lobby bar, or one may prefer fine dining at Laurent Tourondel's new take on the modern American steakhouse, BLT Steak. The Betsy is a member of Small Luxury Hotels.*

The Betsy · 1440 Ocean Drive · Miami Beach, FL 33139  
Reservations: Tel: 305-531-6100 / 866-792-3879 Fax: 305-531-9009  
[www.thebetsyhotel.com](http://www.thebetsyhotel.com)

## **About UniFocus**

*UniFocus is a global pioneer in the hospitality industry for advanced technology solutions – utilized today in more than 82 countries. Our technologies include industry-leading labor management systems, integrated with time & attendance; budgeting and performance intelligence. Coupled with guest, employee and meeting planner feedback, and multi-dimensional mystery evaluations, UniFocus' unmatched consulting and training expertise ensures clients get measurable returns for the systems we deliver – and customize to their needs.*

*UniFocus is a Microsoft® Certified Partner, 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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