



Transform Feedback into Loyalty... with CUSTOMERScope™

A global pioneer in advanced technology solutions for the hospitality industry, UniFocus is the only company that enables you to have the full array of knowledge you need to run your business.

CUSTOMERScope™ is one of the most advanced survey technologies available for gathering and evaluating customer feedback. Questions are designed to increase response rate, thereby delivering actionable intelligence. Assessment of value based on the impact of rate, coupled with other key drivers of satisfaction, enable you to maximize the customer experience and ensure high levels of intent to return/recommend.

Advantages:

- ◆ **Actionable Knowledge**
Gain actionable knowledge with statistically valid sample sizes.
- ◆ **Continuous Growth**
Identify customers who intend to return/recommend.
- ◆ **Measurable ROI**
Ensure customer recovery efforts yield added revenue.
- ◆ **Profitable Outcomes**
Close the loop on feedback with automated response back system.

CUSTOMERScope systematically identifies and measures the most critical drivers of customer satisfaction and loyalty in the customer experience: Satisfaction, Intent to Return/Recommend, and Value (The SIRV Monitor). You can also take advantage of ongoing result-tracking functionality by utilizing **ACTIONScope™** to ensure that corrective measures are actuated.



Features:

- ◆ **Trending and Comparative Data Analysis** – Gain the clearest insight into your operational strengths and weaknesses through comprehensive trending and comparative data analysis.
- ◆ **Benchmarking Analysis** – Provides understanding of your competitive position with regard to satisfaction, intent to return, price/value.
- ◆ **OLAP Reporting** – Business intelligence on demand.
- ◆ **Web-based Surveys** – Email invitations for Web-based surveys automatically issued utilizing departure data from property management systems.
- ◆ **Multiple Survey Methodologies** – Comment card or e-surveys tailored for different customer segments, outlets, and real-time information needs.
- ◆ **Automated Feedback Responses** – Integrated Customer Response™ System application generates fully automated, template-driven responses to feedback results that close the loop in the feedback process.
- ◆ **Daily Reporting** – Real-time reporting on the fly.
- ◆ **Advanced Customer and Comment Search**
- ◆ **Problem Resolution Summary** – Detail reports based on client-defined outcome-based scores.
- ◆ **Experienced Support Staff** – Training and support staff with vast hospitality and service industry experience.

