

# Hotel Online

News for the Hospitality Executive

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## UniFocus' STAFFScope® Endorsed by Dallas CVB: “Tremendous Value”

### **‘Big D’ Convention-Visitor Bureau Sees “Dramatic Increase in Employee Satisfaction”**

DALLAS— APRIL 1, 2008 — UniFocus, a global pioneer in the hospitality industry for performance, resources management and closed-loop feedback solutions, announced that The Dallas Convention & Visitors Bureau has achieved remarkable success with STAFFScope® in the first year. The Dallas CVB Executive Vice President and Chief Financial Officer noted the “tremendous value” of UniFocus’ feedback solution to its staff and wholeheartedly recommended it to any organization wishing to address similar concerns.

STAFFScope is a Web-based closed-loop feedback solution that enables service organizations to improve employee morale and productivity while lowering labor costs through decreased turnover.

“We now have an excellent tool that helps identify areas of employee concern within our organization,” said Matthew Jones, Executive Vice President and Chief Financial Officer for the Dallas CVB. “By simply paying attention to those specific areas of concern, we were able to see a dramatic increase in employee satisfaction, using last year’s survey as a baseline and following up this year with another. Our staff believes in the STAFFScope tool, and more importantly, believes that management listens.

““STAFFScope provides a periodic wide angle snapshot of the working environment that helps us assess and augment how well we’re doing with employee satisfaction,” added Jones. “The simple Web interface is easy to use and that means every employee can quickly participate without disrupting normal operations—all for a very reasonable cost. They also followed up with a comprehensive explanation of the results to both our executive management team and the employee committee charged with making recommendations.”

Jones said the Bureau’s Human Resource Director followed due diligence and researched several options for the employee survey/satisfaction tool that the organization sought to implement.

“It’s always gratifying when our clients report positive results and quicker payback with the utilization of STAFFScope, the industry’s most versatile employee closed-loop feedback solution,” said Mark Heymann, President and CEO of UniFocus. “Convention and visitors bureau organizations turn to UniFocus because they understand that building a satisfied and

engaged workforce is fundamental to their success in attracting people and businesses to their city. We're delighted to be working with the Dallas Convention & Visitors Bureau to help them reach their objective, with Dallas as one of the top destinations in the United States."

UniFocus executives have provided technology leadership to the hospitality industry for more than 20 years. The Dallas-based firm provides proven technology solutions to convention bureaus, hotels and resorts that enable operators to more efficiently manage their workforce and gain a 360-degree view of the employee and customer experience. Equipped with superior business intelligence and labor management technology, UniFocus clients optimize quality, satisfaction, operational efficiency and profitability – with a higher ROI.

UniFocus is a business partner of the International Association of Convention & Visitors Bureaus.

**STAFFScope** is a Web-based employee-survey program geared toward helping organizations key in on staff concerns, creativity and suggestions, increase employee morale and productivity, and decrease turnover—all of which benefit the bottom line through savings in labor costs.

**Key features of STAFFScope include:**

- Web-based technology that enhances the standard paper survey formats for easy and fast deployment across an entire organization.
- State-of-the-art online reporting applications for every level of the organization.
- Roll-up reports for multiple properties.
- Essential benchmarking by market segments.
- Scientifically proven identification of the Critical Staff Factors that make organizational change occur.
- Integrated goal setting and action plan tracking functionality to achieve improvement goals.
- STAFFScope® training and support provided by a UniFocus team that has decades of hospitality and human-resources experience.

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

**About the Dallas Convention & Visitors Bureau**

The Dallas Convention & Visitors Bureau is a marketing organization whose primary mission is to promote Dallas as the ideal business and pleasure destination to the regional, national and international marketplace, and favorably impact the Dallas economy through conventions and tourism. The Dallas CVB is located in downtown Dallas and employs 60 staff members committed to achieving the organization's vision of helping Dallas become a top 5 U.S. destination. For more information, visit the bureau's Web site at [www.dallascvb.com](http://www.dallascvb.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 Vendor of The Leading Hotels of the World®, 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](http://www.unifocus.com) or call 972-512-5100.

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[Sanctuary on Camelback Mountain Sets Standard with UniFocus' Employee Feedback Solution; Top U.S. Resort Raises Bar with Web-based STAFFScope® / March 2008](#)

[Millennium Hotels and Resorts Selects UniFocus' MEETINGScope™; UniFocus' MEETINGScope is New Feedback Standard for All Millennium Hotel Properties in the United States / January 2008](#)

[UniFocus Client Improves Guest Satisfaction by 20%; Lions Gate Hotel and Other Independents Report Success with UniFocus' GUESTScope® 360-Degree Feedback Solution / January 2008](#)

[Fairmont Hotels & Resorts Taps UniFocus for New Labor Management System / December 2007](#)

[Gemstone Chooses UniFocus Programs to Enhance Employee, Guest Satisfaction; Luxury asset management company now using GUESTScope® and STAFFScope® to provide positive reinforcement for staff and guests while building retention / October 2007](#)

[UniFocus to Unveil Mystery Shopping Evaluation Tool - SERVICEScope®; Susan Perrin to head new on-site service evaluation process providing actionable information with links to Guest and Employee Satisfaction / September 2007](#)

[Web-Based Time & Attendance Solution Now Available Through UniFocus; Web-based](#)

[solution performs rich management reporting, advanced administrative functions and job costing capabilities to streamline payroll operations / September 2007](#)

[UniFocus to Showcase Labor Management and Business Intelligence Applications at HITEC; Greater intelligence means better marketplace positioning; Performance-management company to unveil new upgrades to coveted solutions / June 2007](#)

[Fairmont Scottsdale Princess Selects UniFocus' Watson, R. M.™ Financial Management Applications / May 2007](#)

[Hotel del Coronado Selects UniFocus' Watson, R. M.™ Labor and Budgeter Financial Management Applications / March 2007](#)

[Coastal Hotel Group Selects UniFocus' Watson, R.M.™ Financial Management Applications; Alliance Rivals Business Intelligence at Major Hotel Brands / March 2007](#)

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