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## For Immediate Release

# Dallas CVB and UniFocus Expand Partnership

*“Big D” Convention-Visitor Bureau Targets “WOW” Factor with SERVICEScope®*

**DALLAS— AUGUST 19, 2008**—UniFocus, a global pioneer in the hospitality industry for performance, workforce management and feedback solutions, announced an expanded partnership with The Dallas Convention & Visitors Bureau to “wow” more business and visitors to Dallas by exuding the city’s robust attitude and “Live Large, Think Big” slogan. Utilizing a “mystery shopping” survey technique, UniFocus and its SERVICEScope system will assist the bureau in establishing exceptional phone service and informational assistance to the public on the city, its venues and its desirability as a top destination for business and leisure travel.

“The adage that you only have one time to make a good first impression is as important by phone communication as it is in person,” said Phillip Jones, President/CEO of the Dallas Convention & Visitors Bureau. “If we can’t dazzle the person on the other end of the phone line with our knowledge of the city, our ability to engage them in a conversation that meets their precise requirements for a successful trip to Dallas and our legendary hospitality, we may never be given that opportunity again. That first contact may be our last.

“SERVICEScope completes the picture by enabling us to know exactly what kind of impression we’re making on people,” continued Jones. “We want to ensure that our staff projects the kind of responsiveness, friendliness and compelling knowledge that hooks business people and visitors on the very first contact.

“We are pleased to build on our successful working relationship with UniFocus,” Jones said, “after having had great success utilizing STAFFScope surveys over the last several years to get an evolving snapshot of the success of our working environment and our level of employee satisfaction.”

UniFocus developed its SERVICEScope relational system to put the “wow” factor back into the service experience. Utilizing the industry’s most qualified certified evaluators and technologies, organizations such as the Dallas CVB can capture perception at critical touch points. Those results can then be correlated with all other known variables to produce meaningful knowledge for higher bookings and bottom-line results.

“We’ve had great success utilizing STAFFScope to more fully engage our employees and we’re excited about our expanded partnership with UniFocus,” said Sherry Andrus, Vice President of Administration for the Dallas CVB. “We place a very high value on our team members because in many cases they are the first touch point for any business person thinking about Dallas as a destination or as a venue for their meetings.”

“We are delighted that the Dallas Convention & Visitors Bureau has expanded its partnership with UniFocus,” said Mark Heymann, President and CEO of UniFocus. “In today’s competitive landscape it is critical not only to build an engaged staff but to know exactly how the contact experience is being perceived. Organizations such as the Dallas CVB can then utilize multi-dimensional reporting to relate mystery evaluation results to key indicators and ultimately improve the city’s ranking as a top destination for meetings and conventions.”

SERVICEScope helps bring together the full scope of meaningful knowledge required to drive profitability and increased asset value. This enables hospitality organizations to see the big picture, and find out how service standard attainment relates to guest and employee perceptions. When mystery shopping evaluation results are correlated with guest perception and employee feedback, the insight is revealing.

SERVICEScope may be used with UniFocus’ feedback technologies or any other satisfaction survey system. Real-time information is delivered in an easy to understand and actionable format consistent with guest, employee and meeting planner feedback components. SERVICEScope provides insight into how service standards relate to employee attitude and guest satisfaction, examining dimensions of service such as knowledge, communication, timeliness or quality.

## 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 Partner of The Leading Hotels of the World®, a Microsoft® Certified Partner, a member of the American Resort Development Association (ARDA), 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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