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## **Foxwoods Resort Casino Partners with UniFocus to Conduct Comprehensive GUESTScope Satisfaction Survey**

*Partnership Reinforces North America's Largest Resort Casino's Commitment to Five Star® Service*

DALLAS and MASHANTUCKET, CT, January 5, 2012 - UniFocus today announced its partnership with Foxwoods Resort Casino, North America's largest resort casino, to design and deploy a new GUESTScope™ Survey system intended to further enhance the superior level of customer service offered at the award-winning property. Owned by the Mashantucket Pequot Tribal Nation, Foxwoods – the East Coast's premier resort destination, with six casinos and four award-winning hotels, a multitude of top notch entertainment venues and more than 30 dining establishments – is utilizing yet another resource to reinforce its commitment to providing guests with its signature Five Star® service.

"We are happy to announce our partnership with UniFocus and utilize their GUESTScope Satisfaction Survey technology throughout our resort casino facilities," said Stephen Heise, Vice President of HR for Foxwoods Resort Casino. "This technology is the latest of many resources in place to ensure we continue to provide the kind of exceptional customer experience for which Foxwoods is known. This online system from UniFocus will provide us with even more immediate insight into our guests' experience and allow us to respond swiftly and exceed their expectations."

UniFocus' GUESTScope Survey system for Foxwoods Resort Casino enables the property to collect feedback about every facet of their business: room service and housekeeping; table games, slot machines and cage cashiers; restaurants; retail and entertainment venues; salons and spas; amenities and more. Most importantly, this system allows the staff to discover and respond to guest concerns in real time, further improving the exemplary customer service that continues to differentiate Foxwoods as the premier east coast entertainment destination.

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 open-loop and closed-loop feedback.

"In today's multi-faceted casino resort environment, it's more critical than ever to find out how your guests perceive their service experience," said Mark Heymann, President and CEO of UniFocus. "Our customizable

GUESTScope system enables operators to quantify where revenue is at risk based upon guests' intent to return and recommend, then put into play effective service recovery efforts that help build repeat business.

"We are pleased to announce our strategic partnership with Foxwoods Resort Casino and look forward to working with them to continue to grow a service culture second to none," added Heymann.

#### **About Foxwoods and MGM Grand at Foxwoods**

North America's largest casino, Foxwoods Resort Casino® is located at the Mashantucket Pequot Indian reservation in the midst of the rolling hills of southeastern Connecticut, easily accessible from Boston, New York, Hartford, and Providence. Owned by the Mashantucket Pequot Tribe, Foxwoods has something for everyone as the East Coast's premier entertainment destination. Four award-winning hotels offer accommodations to suit every budget, along with luxury butler-serviced villas, extensive retail offerings, and more than 30 dining establishments featuring everything from world-class gourmet cuisine to casual fare. Six casinos offer non-stop gaming excitement with more than 6,400 slots and 350 table games; 97 poker tables in the only WPT World Poker Room™ on the East Coast; a High Stakes Bingo hall; and Ultimate Race Book. The renowned Norwich Spa at Foxwoods and the tranquil oasis of G-Spa provide the perfect escape to recharge the mind, body, and soul. Meetings and convention goers will find more than 115,000 square feet of meeting space, including the largest column-free ballroom in the northeast, MGM's 50,000 square foot Premiere Ballroom. Two acoustically-perfected theaters offer weekly entertainment for all ages. The original state-of-the-art Fox Theater, seating 1,400, was opened in 1993 by the legendary Frank Sinatra. The majestic 4,000-seat MGM Grand Theater hosts an impressive variety of weekly headline entertainment. Conveniently located adjacent to Foxwoods is Lake of Isles™, featuring two 18-hole championship golf courses designed by Rees Jones and a state-of-the-art Golf Academy. Foxwoods supports responsible gaming, and plays a leadership role in the Connecticut Council of Problem Gambling, of which it was a founding entity. For more information, call 800-FOXWOODS or visit [www.foxwoods.com](http://www.foxwoods.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.

#### **About the Mashantucket Pequot Tribal Nation**

The Mashantucket Pequots are a native Algonquin people in southeastern Connecticut who endured centuries of conflict, survival, and continuity on and around one of America's oldest Indian reservations, established in 1666. As the first native people within the borders of the continental United States to suffer attempted genocidal massacre by Puritan Colonists in 1637, the Pequots and their repatriation is an unprecedented story of restoration exhibited in detail at the Tribe's world-class Museum and Research Center ([www.pequotmuseum.org](http://www.pequotmuseum.org)). Today, the Mashantucket Pequot Tribal Nation owns the largest resort casino in North America, Foxwoods Resort Casino ([www.foxwoods.com](http://www.foxwoods.com)), along with several other economic ventures, including the Lake of Isles Golf Course ([www.lakeofisles.com](http://www.lakeofisles.com)); a joint-venture partnership establishing the MGM Grand at Foxwoods; and Foxwoods Development Company, dedicated to world-class resort development throughout the United States and Caribbean. All together, the Mashantucket Pequot Tribal Nation remains one of the State of Connecticut's highest tax payers and largest employers, and has contributed more than \$3 billion to the state of Connecticut in accordance with the Tribe's gaming-revenue-sharing agreement, established in 1993. Likewise, the Tribe provides significant financial contributions to state and local nonprofit organizations that support neighboring communities.

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