



For more information, contact:  
Michael Adkisson  
Director of Public Relations  
UniFocus, LP  
Tel: (972) 512-5187  
[madkisson@unifocus.com](mailto:madkisson@unifocus.com)

## For Immediate Release

# South Fork Lodge Keeps Guests Flying High; UniFocus' GUESTScope™ Shows What Hooks Customers

*World-Class Fly-Fishing Lodge Selects GUESTScope to up "Wow" Factor*

**DALLAS—JUNE 30, 2009**—UniFocus, a global pioneer in the hospitality industry for performance, workforce management and feedback solutions, announced that South Fork Lodge has selected GUESTScope to gain actionable intelligence to enhance their guests' experience and keep them returning. South Fork Lodge is located in Swan Valley, Idaho; the award-winning lodge is owned by Mark Rockefeller—the youngest son of former U.S. Vice President and New York Governor Nelson A. Rockefeller—and his wife Renee.

"South Fork Lodge has a wonderful history and offers some of the best dry fly-fishing in the country," said Mark Rockefeller, owner and avid angler. "It is our hope that through the creation of the lodge we have made this area more accessible and with the rustic architectural design of the lodge we have kept everything as natural as possible. I'm pleased that with UniFocus' GUESTScope we can get useful feedback that enables us to keep our guests happy."

GUESTScope helps organizations up the "wow" factor by utilizing scientifically developed questions to identify key satisfiers or dissatisfiers that don't show up on the radar and uncover the "why" behind those scores.

"Independent properties that cater to an upscale clientele often rely upon repeat business and word-of-mouth," said Mark Heymann, President and CEO of UniFocus. "So it's critical to make a great first impression, because 68% of customers that defect do so because of a single worker's indifference. However, you may never hear about it unless you have an advanced survey system with analytics that go further than a standard poll."

Industry research indicates that 15-30% of hotel guests experience a problem at any given time. However, 30-45% of these guests will not report the problem, underscoring the vital importance of a feedback mechanism.

"At the South Fork Lodge we're dedicated to prompt, professional service for each and every guest so that they always get that memorable experience," said Curtis Tisdell, Assistant Manager for South Fork Lodge. "Many of

our guests are not only enthusiastic anglers but accustomed to upscale surroundings, and we value their stay immensely. We chose UniFocus' GUESTScope because of its robust capabilities for creating actionable intelligence about what matters to them the most; we also like the real-time reporting and competitive benchmarking analysis."

UniFocus developed its feedback technologies for guests, staff and meeting planners so that each component can be utilized separately and benchmarked or used together as an integrated business intelligence solution.

"One of the most attractive aspects of GUESTScope is the ability to recover potential lost revenue by identifying those guests who are dissatisfied but most likely to respond to personalized attention," continued Heymann. "This is money that would have otherwise been walking out the door, effectively giving you an ROI of more than 300% on your original investment in a cost-effective guest feedback system from UniFocus.

"We are pleased about our partnership with South Fork Lodge and look forward to helping them maintain the kind of impeccable service levels that they are so well known for," added Heymann.

In addition to its feedback technologies, UniFocus also provides its SERVICEScope® mystery evaluation system for clarity into how service standards relate to employee attitudes and guest satisfaction, examining various aspects of service delivery such as knowledge or communication. Hospitality organizations may also augment feedback analytics with the company's performance analysis and action-tracking technologies.

## About South Fork Lodge

*Located in beautiful Swan Valley, Idaho, just an hour outside of Jackson Hole, and surrounded by the best fly-fishing the west can offer, the South Fork Lodge is destined to become one of the country's premier fly-fishing retreats. The South Fork's award-winning Lodge is constructed mainly of cedar and pine logs, and reflects its natural setting by incorporating the shapes and colors of the surrounding landscape, local barns and silos. The Lodge is intended to compliment and not compete with the majestic beauty of the area and the river. For more information, visit [www.southforklodge.com](http://www.southforklodge.com) or call 877-347-4735.*

## 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 member of the American Resort Development Association (ARDA), a member of the Association of Collegiate Conference and Events Directors-International (ACCED-I), a Microsoft® Certified Partner, an affinity partner of the International Association of Conference Centers, a business partner of Destination Marketing Association International, 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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