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## **For Immediate Release**

# **Hardage Group Management Deploys UniFocus' GUESTScope™**

**DALLAS— JULY 15, 2010**—UniFocus today announced that Hardage Group Management, LLC (HGM) has deployed GUESTScope at their Chase Suite and Woodfin Hotels properties. The San Diego-based hotel management, franchise and development company currently owns and operates hotels in 11 states.

“We are happy to partner with UniFocus, as they have been responsive, friendly and insightful,” said Colleen Manzer, Vice President, Human Resources & Training. “The feedback for individual hotels is so in-depth that it provides a wealth of actionable information—so specific that we can target our training and have very quick improvement, by focusing on guest satisfaction opportunities identified through GUESTScope.

“Also, the website has been very easy for new GMs to learn and utilize,” added Manzer. “In fact, the entire experience of customizing the surveys, linking systems, training and making changes has been a joy.”

“UniFocus is pleased to announce the success of our business partnership with Hardage Group Management,” said Mark Heymann, President and CEO of UniFocus. “We have worked closely with their Chase Suite and Woodfin Hotels properties to help them gain more insight about their guests so they deliver the kind of personalized service that brings return business—and keeps revenue from walking out the door.”

GUESTScope utilizes survey questions designed to distill the most critically important issues surrounding the guest and meeting planner experience, and also include these vital features:

- **Real-time alerts** to key staff for immediate action.
- **Critical Issue Reporting** – Bubble up the items that are most highly correlated to guests' or event planner's intent to return and recommend.
  - **Revenue at Risk**—See the dollar amount associated with performance; based upon guest's intent to return and recommend, you will now know the “cost of quality.”
  - **Service Recovery Index**—Understand how well the staff is solving issues by problem type.
  - **Issue Analysis Reporting**—Put corrective actions into play per frequency and types of issues.

## **About Hardage Group Management**

*Hardage Group Management is a hotel management, franchise and development company based in San Diego, California. Samuel A. Hardage, Chairman and Founder of both Chase Suite and Woodfin Hotels, has successfully developed hotels, high rise office buildings, apartments and residential warehouses in sixteen states. Since its initial project in 1969, the company has completed for its own account, 67 projects in 16 states and in excess of 4,000 hotel rooms.*

*In 1982, Mr. Hardage became the first franchisee of Marriott's Residence Inns, which pioneered and launched the upscale, limited service, all-suite hotel. In the year 2000, Hardage Suite Hotels simultaneously completed the construction of two significant all-suite hotel projects, Woodfin Hotels, in San Diego and San Francisco markets totaling 428 keys with total development costs in excess of \$70,000,000.*

*Woodfin Suite Hotels are smart, upscale, hotels with luxury suites and traditional hotel rooms that appeal to corporate business travelers who are looking for much more. Chase Suite Hotels have the charm of a bed and breakfast, unique feel of a boutique hotel, and the experience of an established hotel. For more information, please visit [www.thehardagegroup.com](http://www.thehardagegroup.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 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, 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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