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## For Immediate Release

# UniFocus' MEETINGScope™ Quantifies Revenue at Risk

**DALLAS—APRIL 28, 2010**—UniFocus today announced the latest version of its industry leading Meeting Planner Feedback system, MEETINGScope 3.0, the most powerful web-based system available for producing actionable intelligence for venue providers, has been enhanced with the following new features:

- **Revenue at Risk:** For the first time ever—take a rating and now analyze and understand the revenue at risk associated with your property's performance for meetings and events. Based on the event planner's intent to return and recommend your facilities, you will now know the "Cost of Quality."
  - Clearly see dollar amount of revenue at risk from a dashboard.
  - Slice results by property, region, or market segment to identify problem areas within your portfolio and their related revenue impact.
- **Event Timeline:** Easily determine what caused an event planner's business to be at risk for future meetings/events by looking at the results on a color-coded format by event dates.
- **Critical Issues:** Attack the most critically important issues to the success of your meetings business!
- **Service Recovery Index:** Know how well your staff is solving issues by problem type.
- **Issue Analysis Reporting:** Put effective corrective actions into play that relate to the frequency and types of issues across your portfolio by property, region, or market segment.

"Our latest release of MEETINGScope provides new revenue-enhancing intelligence that has never been available to venue providers until now," said Mark Heymann, President and CEO of UniFocus. "When you know where revenue is at risk and what specific issues are impacting an event planner's intent to return and recommend, this knowledge can be translated into millions of dollars of otherwise lost revenue.

MEETINGScope improves your odds of recovering this income by alerting you to critical issues and helping you to improve service recovery efforts."

MEETINGScope enables operators to instantly get a broad overview, quickly process results at the individual level or from multiple properties, quickly ascertain overall performance and identify what areas need immediate attention. The corporate level screen displays a critical issues summary, related problem and resolution, key trending metrics and a simple drill down for details—all of which help to impact loyalty and minimize revenues at risk.

UniFocus' MEETINGScope system streamlines communications, analyzes every aspect of critical service delivery factors, and provides historical data capture for trending and strategic planning—all of which enhance relationships with meeting planners. Survey results can also be related to guest and employee feedback, then analytically compared with mystery evaluations to produce a whole new level of actionable intelligence.

Also, there is no system comparable to MEETINGScope that can match the right staff with the right meetings, utilizing a database of more than 250,000 meeting-planner profiles. Coupled with rich-media online sales tools, venue providers can gain more traction in booking the events which are a critical source of revenue.

The real-time nature of MEETINGScope provides an important competitive differentiator by enabling quicker response to service issues, shorter recovery time and a consistently positive experience at every touch point.

Among the additional benefits MEETINGScope offers are:

- Web-based survey technology and e-mail correspondence—essential to reaching meeting planners—that delivers higher response rates and maintains statistical reliability.
- Immediate “Hot Button” reports showing important service concerns, even in first-time-business situations.
- A database of more than 250,000 meeting-planner profiles.
- Benchmarking, team performance and results reporting across each department that are delivered in an online system in real-time.
- An integrated Action Plan Tracking System that ties directly to Meeting Planner Response System to ensure that proper service recovery occurs.
- MEETINGScope training and support provided by a UniFocus team that has decades of hospitality and meeting sales experience.

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