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For Immediate Release

Palms Casino Resort Partners with UniFocus

DALLAS—JUNE 29, 2011—UniFocus today announced its partnership with Palms Casino Resort, one of the most popular destinations in Las Vegas, a favorite for many Hollywood actors, entertainers and discriminating guests. The Palms casino hotel and residential tower has 702 rooms and suites, a 95,000 square foot casino with 1650 slot machines, a recording studio and a 2,200 seat showroom, and over 35 exciting outlets.

“We are pleased to announce our partnership with UniFocus to utilize their advanced GUESTScope Satisfaction Survey technology throughout our facilities,” said Dan Entenberg, Executive Director of Hotel Operations, Palms Casino Resort. “The new online system from UniFocus is designed to enable us to know what our guests and players think, discover what critical issues most impact their intent to return or recommend, and help ensure we consistently provide the kind of upscale experience that wins their loyalty.”

UniFocus’ GUESTScope survey system will enable the Palms to distill actionable intelligence from feedback about every facet of their business, capturing the big picture: from room service and housekeeping to table games, slot machines, ticket-in and ticket-out technology, to F&B outlets, retail and entertainment venues.

“It’s more important than ever to find out how your guests and players perceive their experience in today’s diverse casino resort environment,” said Mark Heymann, President and CEO of UniFocus. “With our advanced GUESTScope system, operators can quantify where revenue is at risk based upon guests’ intent to return and recommend, then put into play effective service recovery efforts that help bring return business and drive revenue.

“We are most pleased to have been selected by the Palms Casino Resort and look forward to working with them to continue to build a service culture second to none,” added Heymann.

UniFocus’ GUESTScope utilizes customized survey questions designed to uncover 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 your open-loop and closed-loop feedback
- **Guest Feedback System** – Utilize customized questions designed to drive higher response rates and create actionable information about your players and guests to win their loyalty.

About Palms Casino Resort

The Palms Casino Resort is one of the most popular destinations in Las Vegas, a favorite for many Hollywood actors, entertainers and young people. The casino hotel and residential tower has 702 rooms and suites and contains a 95,000 square feet casino, a recording studio and a 2,200 seat showroom. Noted as the best paying slots in Vegas by the Las Vegas Review Journal's "Best of Las Vegas," every spin is a chance to win big at the Palms 1650 slot machines, with sensational hassle-free gaming with ticket-in, ticket-out technology. The resort also includes exciting venues and outlets such as The Pearl Concert Theater, Simon at Palms Place, N9NE Steakhouse, Ghostbar, Drift Spa, Brenden Theatres, Playboy Club and Moon Nightclub; or get wild with a tattoo from Huntington Ink or a palm reading at Cosmic Corner. For more information, please visit www.palms.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 or call 972-512-5100.

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