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## For Immediate Release

# Prism Hotels & Resorts Rates UniFocus “Second to None”

## *STAFFScope® Evaluation Gets Crystal Clear Results*

**DALLAS— MARCH 11, 2008** — UniFocus, a global pioneer in the hospitality industry for performance, workforce management and closed-loop feedback solutions, announced that Prism Hotels & Resorts has partnered with UniFocus to develop an effective employee survey designed to deliver crystal clear results. UniFocus’ STAFFScope, a Web-based employee survey program, helped Prism identify staff concerns and gain real-time actionable intelligence to effect changes that positively impact every aspect of their operations.

Prism Hotels & Resorts is one of America’s fastest-growing hotel management companies. Prism currently manages more than 26 properties in the greater United States, representing more than 5,500 guestrooms.

“We partnered with UniFocus because of their reputation in the industry for generating actionable business intelligence,” said Al Hatfield, Prism Senior VP of Operations. “The company’s confidence, organization, and passion for creating surveys are second to none. UniFocus helped us create a flexible evaluation questionnaire that our employees were comfortable taking and which provided us with candid results.”

UniFocus developed STAFFScope to help companies cultivate a business culture that promotes excellence through improved communication and knowledge. STAFFScope helps hospitality organizations gain the business intelligence to re-engage their workforce for initiative, creativity, satisfaction and longevity.

“At UniFocus, we believe that building an engaged workforce should be a top priority for service organizations committed to excellence,” said Mark Heymann, UniFocus President and CEO. “Ongoing employee attitudinal feedback enables you to understand how critical issues impact your organization and how you can drive staff satisfaction and improve the entire service experience—while reducing turnover and staffing costs.

“We are thrilled that a prominent management company such as Prism Hotels & Resorts chose to partner with UniFocus to help re-engage their staff,” Heymann continued. “STAFFScope has already proven to be a valuable asset to the company and its employees, and we look forward to future programs with Prism.”

UniFocus executives have provided technology leadership to the hospitality industry for more than 20 years. The Dallas-based firm provides proven technology solutions to convention bureaus, hotels and resorts that enable operators to more efficiently manage their workforce and gain a 360-degree view of the customer experience. Equipped with superior business intelligence and labor management technology, UniFocus clients can more effectively optimize quality, satisfaction, operational efficiency and profitability—with a higher ROI.

STAFFScope is a Web-based survey solution geared toward helping lodging properties focus on staff concerns, creativity and suggestions, which in turn result in increased employee morale and productivity, decreased turnover, and top-quality guest services that only a satisfied, highly motivated staff can provide.

Key features of the STAFFScope employee survey solution include:

- Web-based technology that enhances standard paper survey formats for easy and fast deployment across an entire organization.
- State-of-the-art online reporting applications for every level of the organization.
- Roll-up reports for multiple properties.
- Essential benchmarking by market segments.
- Scientifically proven identification of the critical staff factors that makes organizational change occur.
- Integrated goal setting and action-plan tracking functionality
- Training and support by a UniFocus team with decades of hospitality and human resources experience.

#### About Prism Hotels and Resorts

*Founded in 1983, Dallas-based Prism Hotels and Resorts owns, develops and operates upscale, full-service, boutique and resort properties throughout the United States and the Caribbean. For more information on Prism, visit the company's Web site at [www.prismhotels.com](http://www.prismhotels.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 Preferred Vendor of The Leading Hotels of the World®, a Microsoft® Certified Partner, an affinity partner of the International Association of Conference Centers, a business partner of the International Association of Convention & Visitors Bureaus, 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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