



Link Standards to Perceptions... with SERVICEScope®

A global pioneer in advanced technology solutions for the hospitality industry, UniFocus is the only company that enables you to have the full array of knowledge you need to run your business.

SERVICEScope® enables you to see the big picture, and determine if your service standards are in sync with today's changing perceptions. By linking service standard attainment to guest and employee perceptions, you can concentrate more on what truly matters. SERVICEScope may be used in tandem with UniFocus' closed-loop feedback technologies or with any other satisfaction survey system you may employ.

Advantages:

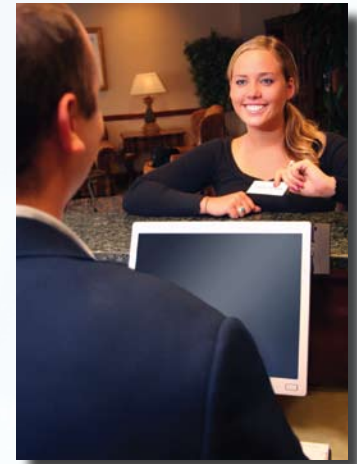
- ◆ **Actionable Knowledge**
Concentrate on what really matters using multi-dimensional reporting that relates evaluation results to guest perceptions.
- ◆ **Continuous Growth**
Relate the attainment of service standards to employee attitudes.
- ◆ **Measurable ROI**
Convert information into action plans in days not weeks.
- ◆ **Profitable Outcomes**
Know what will WOW your guests, driving intent to return and recommend.

When mystery shopping evaluation results are correlated with guest perception and employee feedback, the insight is revealing. With SERVICEScope, you become more aware of improvement opportunities and what actions will positively impact operations the most.



Features:

- ◆ **Divisional** scores.
- ◆ **Departmental** scores.
- ◆ **Category** scores.
- ◆ **Delivery** scores – summary results on standards driven by service processes.
- ◆ **Attitudinal** scores – summary results on standards directly impacted by staff attitude indicators.
- ◆ **Product** scores – summary results on standards concerning FF&E issues.
- ◆ **Linkage** to guest satisfaction and employee attitudinal indicators.
- ◆ **OLAP Technology** – brings all data points into one online reporting tool.
- ◆ **Experienced Support Staff** – Training and support staff with vast hospitality and service industry experience.



SERVICEScope is a unique mystery shopping evaluation system and business intelligence tool that delivers real-time, on-line information in an easy to understand and actionable format consistent with guest, employee and meeting planner feedback components. This enables you to have insight into how service standards relate to employee attitude and your customer satisfaction, examining dimensions of service such as knowledge, communication, timeliness or quality.

Analyses include missed opportunities, detail narrative and visual records.