



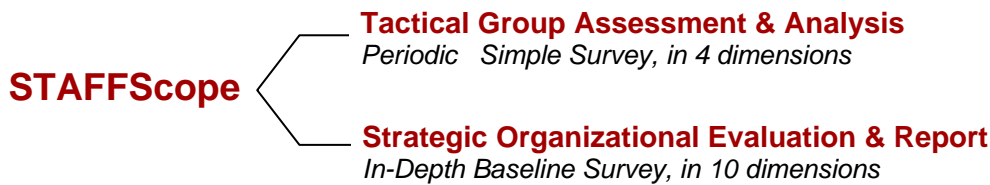
STAFFScope™

Ensure Your Employees are Engaged!

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

Today's market demands a new employee attitude metric—ENGAGEMENT: A completely new level of "ownership" that creates competitive advantage.

When **ownership** is present in your service culture, the **guest experience** is significantly **enhanced**, giving you an advantage over the competition.



Tactical Group Assessment & Analysis

The Tactical Group Assessment & Analysis is a cost-effective tool that utilizes 10-15 structured questions, custom designed to enable you to gain meaningful knowledge about your team's level of engagement.

Key Benefits:

- **Target Simple Improvements** that impact staff attitudes.
- **Effect Meaningful Change** by focusing on easily controllable factors.
- **Support Strategic Goals** with positive behavioral reinforcement.
- **Ensure Employee Engagement** by promoting these managerial behaviors:
 - **Respect** employees.
 - **Equip** employees with right tools.
 - **Build** clear communication channels.
 - **Know** your employees.
 - **Invite** employee feedback graciously.
 - **Listen** to stories that circulate in the company.
 - **Recognize** staff members in meaningful way.

Features:

- **Capture Employee Perceptions Periodically**—that impact staff engagement and guest satisfaction.
- **Correlate Staff Attitude with Guest Satisfaction**—maintain product and service quality.
- **Challenges or Improvements**—staff is asked to choose all responses applicable to each dimension.
- **Effective Action Plans**—each report features data tabulated in an easy actionable format.

Strategic Organizational Evaluation & Report

In addition to the Tactical Group Assessment & Analysis, STAFFScope provides the Strategic Organizational Evaluation, an annual baseline survey that establishes the foundation for a more engaged workforce culture, higher guest satisfaction and improved operational performance.

Key Benefits:

The Strategic Organizational Evaluation & Report provides a crystal clear snapshot of the workforce culture and daily work environment—then puts that into an analytical framework so that you can:

- **Instill Ownership**—Effect positive change by triangulating attitudinal, behavioral and demographic factors.
- **Identify Emerging Trends**—Focus upon trends that impact employee engagement.
- **Recognize Cause & Effect**—Understanding the “why” and the “how.”
- **Improve Operations**—Correlate employee with guest feedback analytics, forming unique basis for operational improvement.

Features:

The Strategic Organizational Evaluation consists of a core group of 50-60 rated questions within 10 dimensions, enabling you to review all strategic and tactical aspects of the service environment:

- **Identify perceptions of workforce culture:**
 - Training
 - Ownership
 - Performance Evaluation
 - Compensation/Benefits
- **Reveal insights within organization:**
 - **Relationship** of repetitive practices to employee engagement and retention.
 - **Downstream impact** of employee engagement to guest satisfaction and improved financials.
 - **Remediation needs** throughout organization.
- **Gain a comprehensive analysis** of key information that enables management to:
 - **Execute** action plans to engage staff.
 - **Impact** guest satisfaction and increase revenue.
 - **Create** property-focused strategy, with unified action plans contributing to improvements.

The breadth and frequency of these communication tools can be customized for your specific needs, for each property or group, giving you a timely handle on the controllable issues that impact engagement.

With STAFFScope you may choose the economical Tactical Group Assessment & Analysis for ongoing actionable information that provides more immediate impact, or the robust two-pronged approach that includes an annual baseline survey and the follow-up questionnaires to support the overall strategy.

**Employees are Your Most Important Asset
for Driving Guest Satisfaction & Loyalty... Call Today!**

