



For more information, contact:

Michael Adkisson
Director of Public Relations
UniFocus, LP
Tel: (972) 512-5187
madkisson@unifocus.com

For Immediate Release

Cap Juluca Selects UniFocus' GUESTScope™

*Top-Ranked Caribbean Resort Treats Guests like Royalty:
UniFocus' Advanced Survey Analytics Relate Satisfaction to Bottom-Line*

DALLAS—AUGUST 5, 2009—UniFocus, a global pioneer in the hospitality industry for performance, workforce management and feedback solutions, announced that Cap Juluca, a five-star resort on Anguilla in the British West Indies, has selected GUESTScope for their facilities. Recently re-opened after completing the first phase in its \$80 million enhancement program, the 179-acre retreat is the top-ranked resort in the Caribbean—with a staff to guest ratio of two to one. Cap Juluca is situated on the private stretches of Maundays Bay Beach.

“In today’s economic environment, guests expect a problem-free stay, particularly in upscale properties; anything less is simply unacceptable,” said Mark Heymann, President and CEO of UniFocus. “However, some hotel guests do experience a problem at any given time, since we live in an imperfect world. But most troubling is the fact that many of these guests will not even report the problem; so the bottom-line is that without an effective survey-analytics system in place, you may be playing Russian roulette with invaluable repeat business.”

Top-ranked luxury properties such as Cap Juluca understand the value of guests who return and recommend—which drive down the cost of customer acquisition. It’s not unusual for this exotic resort to receive customer accolades such as “perfect” or “paradise.” UniFocus’ GUESTScope enables hospitality organizations to capture a complete spectrum of guest feedback and then correlate that information with key performance indicators.

“Cap Juluca continues to receive one prestigious designation after another and we consistently rank at the top of every list of the best hotels and resorts in the Caribbean,” said Gary Thulander, General Manager. “We have an extraordinary team here that is 100% dedicated to ensuring that we exceed each guest’s expectation during their stay. We selected UniFocus’ GUESTScope because it is designed to distill actionable information from the feedback process, enable an automated real-time response and perform a competitive benchmarking analysis.”

GUESTScope helps hotel operators up the “wow” factor by utilizing scientifically developed questions to identify key satisfiers or dissatisfiers that don’t show up on the radar screen. You can also assess value based on the impact of rate or length of stay, coupled with other key drivers, to maximize the service experience.

“Even top luxury hotel and resort brands sometimes lose customers, without ever understanding why,” continued Heymann. “GUESTScope asks the right questions so that you understand the underlying reason behind the scores and identify guests most likely to respond to personalized attention, recovering potential lost revenue. Some of our clients have yielded an ROI from their survey analytics as high as 126 times the original investment.

“We are pleased about our partnership with one of the top rated resorts in the world; Cap Juluca has some of the highest service standards in the industry, and we look forward to working with them to raise the bar even higher.”

UniFocus developed its feedback technologies for guests, staff and meeting planners so that each component can be utilized separately and benchmarked or used together as an integrated business intelligence system. A unique mystery evaluation process provides additional clarity into how service standards relate to employee attitudes and guest perception, examining various aspects of service delivery such as knowledge or communication.

About Cap Juluca

One of the most coveted resorts in the Caribbean, if not the world, Cap Juluca recently re-opened after completing the first phase in its \$80 million enhancement program. Situated on the private stretches of Maundays Bay Beach, this discreet enclave is a favored escape for financial barons and A-list celebrities, promising anonymity for the affluent. Offering a spectacular private getaway, Cap Juluca offers spacious Moorish villas with 98 luxurious suites and bedrooms, five-star restaurants, exotic landscaped tropical gardens, and friendly and gracious service professionals. With a staff to guest ratio of two to one, the intuitive service is unparalleled and every whim catered to. Widely regarded as one of the Caribbean’s top five resorts, Cap Juluca is now positioned to become the pinnacle of all luxury properties. For more information on Cap Juluca or to make reservations call (888) 858-5822, 264-497-6666 or visit www.capjuluca.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, a business partner of Destination Marketing Association International, 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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