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For Immediate Release

Waterfront Place Hotel Taps UniFocus for MEETINGScope™ and GUESTScope™

*Happier Guests and Meeting Planners Draw Money to the Bottom-Line:
UniFocus' Advanced Survey Analytics ups Wow-Factor*

DALLAS—APRIL 15, 2009—UniFocus, a global pioneer in the hospitality industry for performance, workforce management and feedback solutions, announced a partnership with Waterfront Place Hotel to utilize the firm's business intelligence tools to find out what the hot buttons are, ensuring their guests and meeting planners always get that undeniable wow-factor. The 205-room Waterfront Place Hotel in Morgantown, West Virginia, with 10,000 square feet of flexible meeting space, is a boutique hotel thoughtfully designed to exceed expectations.

“Waterfront Place Hotel is now the premier hotel of North West Virginia, because we believe happier guests and meeting planners is what draws money to the bottom-line,” said Dan Watts, General Manager for the Waterfront Place Hotel. “We are dedicated to delivering the kind of personalized touch that gains loyalty and makes the most impact in our respective market. UniFocus' GUESTScope and MEETINGScope are the most advanced survey systems available for yielding actionable information to ensure service is in sync with our high standards.”

During challenging economic times, there is a strong tendency to automatically jettison consideration of any new expenses (or investments). However, the lack of any quantifiable system for measuring customer satisfaction could lead to disastrous outcomes for the business later on and leave hoteliers clueless about what went wrong. The payback more than justifies such an investment: UniFocus research indicates an ROI of more than 300%.

“We believe there is an unprecedented opportunity in today's economic environment for hospitality organizations to gain market share,” said Mark Heymann, President and CEO of UniFocus. “MEETINGScope and GUESTScope help you bring out the silver lining in the dark storm clouds; utilizing these advanced systems together you can gain more precise knowledge about your two most valuable customers. This kind of intelligence enables you to book more business and keep that revenue from walking out the door.

“Most importantly, we can enable you to identify those guests or meeting planners who are most likely to return and/or recommend, and send automated, personalized responses to their feedback,” continued Heymann. “We are pleased about our new partnership with the Waterfront Place Hotel and look forward to helping them achieve optimal results in the guest and meeting attendee service experience,” added Heymann.

MEETINGScope is a web-based system for gathering critical feedback at any point in the event timeline—and match the right staff with the right meetings by drawing from a database of more than 100,000 meeting-planner profiles. Rich-media online sales tools enable you to book more events business as a vital source of revenue.

GUESTScope utilizes scientifically developed questions to identify room revenue at risk, so that you aren't losing revenue—while spending more on new customer acquisition. You can also assess value based on the impact of rate or length of stay, coupled with other key drivers, to maximize the guest experience.

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 solution. A unique mystery evaluation process provides additional clarity into how service standards relate to employee attitudes and guest satisfaction, examining various aspects of service delivery such as knowledge or communication.

In addition to UniFocus' integrated business intelligence tools, hoteliers may also augment feedback analytics with the company's performance analysis and action-tracking technologies.

About The Waterfront Place Hotel

The 205-room Waterfront Place Hotel, located at the edge of the Monongahela River in Morgantown's Wharf District, currently features 10,000 square feet of flexible meeting space, to increase to more than 88,000 square feet after the planned expansion. It also is home to the Regatta Bar and Grille, known for its steak and seafood, and the Rat Pack Lounge, an intimate cigar bar. The property is equidistant from Morgantown's business district, West Virginia University and outdoor recreation, making it a center point for all that West Virginia has to offer. For more information, visit www.waterfrontplacehotel.com or call 304.296.1700.

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 Partner of The Leading Hotels of the World[®], 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 the International Association of Convention & Visitors Bureaus, 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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