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## For Immediate Release

# West Paces Hotel Group Partners with UniFocus

**DALLAS—JUNE 2, 2010**—UniFocus announced that West Paces Hotel Group has implemented GUESTScope™ and MEETINGScope™ for their Solís and Capella luxury brands, as well as their eight independent properties. West Paces Hotel Group is a highly respected member in the hospitality industry whose leadership hails from The Ritz-Carlton Company and has long prided itself on providing an unparalleled level of personalized service.

“In today’s economy, it’s vital to deliver meeting and guest services by genuinely warm and caring employees in a service delivery system that is flawless and timely so that the customer walks away with that ‘wow’ feeling. It’s all about engineering a system that enables employees to create emotional connections with customers,” said Ryan Magnon, Vice President of Quality for The West Paces Hotel Group. “GUESTScope and MEETINGScope help us ensure that we deliver not only exemplary service, but that we do so consistently, thereby earning their loyalty through trust.

“In our surveys, we make detailed assessments of both meeting planners and guests who were there as event participants,” added Magnon. “This enables us to get a bigger picture of how we’re doing with events; that’s a competitive advantage in a market that has been eroded, as everyone is chasing fewer consumer dollars.”

West Paces’ premier brand Capella personalizes their services for every guest and each group by accommodating their preferences. When services are individualized, the customer feels as though they are the only one in the hotel or resort, and the property becomes like a second home or extension of their business. “This creates an emotional connection between the guest and the hotel and UniFocus assists us in our efforts to pinpoint the current level of emotional connection,” added Magnon.

“We are pleased to announce the success of our strategic partnership with West Paces Hotel Group,” said Mark Heymann, President and CEO of UniFocus. “During the past year, we have worked closely with West Paces to help them gain more precise knowledge about guests and meeting planners so they deliver the kind of personalized service that brings repeat business—and keeps revenue that otherwise would have been lost.”

GUESTScope and MEETINGScope utilize survey questions designed to distill the most critically important issues surrounding the guest and meeting planner experience, and also include these vital features:

- **Real-time alerts** to key staff for immediate action.

- **Critical Issue Reporting** – Bubble up the items that are most highly correlated to guests' or event planner's intent to return and recommend.
  - **Revenue at Risk**—See the dollar amount associated with performance; based upon guest and event planner's intent to return and recommend, you will now know the “cost of quality.”
  - **Service Recovery Index**—Understand how well the staff is solving issues by problem type.
  - **Issue Analysis Reporting**—Put corrective actions into play per frequency and types of issues.

In addition, MEETINGScope enables venue providers to match the right staff with the right meetings by drawing from a database of more than 250,000 meeting-planner profiles. Rich-media online sales tools enable you to book more events business as a vital ongoing source of revenue. And to keep this revenue, an integrated Action Plan Tracking System that ties directly to a Guest & Meeting Planner Response System ensures that proper service recovery occurs.

## About West Paces Hotel Group

*The West Paces Hotel Group was founded in 2002 by Horst Schulze, former president and COO of The Ritz-Carlton Hotel Company, in concert with a team comprised of former key Ritz-Carlton executives. West Paces was created to develop and operate hotels in select upscale market segments, and has successfully launched two luxury hotel brands: Capella and Solís. [www.westpaceshotels.com](http://www.westpaceshotels.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, 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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