

## **GEST<sup>SM</sup> Guest Email Satisfaction Tracking**

The **GEST<sup>SM</sup> / Airline Monitor** is the only airline management tool that offers competitive market-specific business and leisure brand quality benchmark indices and does so on multiple levels. This cost-effective syndicated management information solution enables airlines to competitively monitor flyer satisfaction and perceived value. **GEST<sup>SM</sup> / Airline Monitor** provides competitive flyer profiles, satisfaction and value measurement by geography, long vs. short haul and much more. The **GEST<sup>SM</sup> / Airline Monitor** can also be used for competitive measurement domestically and as used by American residents on foreign travel.

### **Methodology**

Coupled with the DKSA **AIRLINE PERFORMANCE/Monitor** for context and broad measurement by month within the travel industry, the **GEST<sup>SM</sup> / Airline Monitor** system is triggered following the flight and an automated email invitation to participate in a brief survey is sent and directs the guest to our website. Once the survey is completed (in any language) and submitted, input is immediately incorporated into seven standard reports. **GEST<sup>SM</sup> / Airline Monitor** reports are available via password protected website 24/7 from anywhere in the world.

### **Standard Questionnaire Topics**

<u>Basics</u>	<u>Ratings</u>	<u>Problem Resolution Plus</u>
Name	Overall Value	Problem identification (16 areas)
Room Number	Overall Service (5 attributes)	Problem resolution rating
Rate paid	Overall Satisfaction	Suggestions for improvement
Purpose of Trip	Hard product (6 attributes)	Exceptional staff recognition
Airline Club Membership	Guest Loyalty	Intent to return

### **Standard Reports**

Eight standard downloadable reports allow a 360° view of property and staff performance:

<b>Market Benchmark Index:</b>	Satisfaction, Service, Value, Loyalty market benchmarks by segment
<b>Trend:</b>	Tracks past 15 months ratings for all attributes
<b>Control:</b>	Daily ratings for specified month(s)
<b>Flyer Response Database:</b>	Provides all metrics on a flyer level basis
<b>Exceptional Employee:</b>	Identifies those employees who positively impacted guest stay

### **Problem Resolution Reports**

<b>Alerts:</b>	Immediately identifies and reports airline/trip most dissatisfied flyers
<b>Problem Specify:</b>	All negative verbatims sorted by city codes, name, seating class
<b>Suggestions:</b>	All verbatim responses to improvement question

### **Benefits**

- Market brand quality benchmarks based on DKSA monthly industry standards: competitive positioning for business, leisure and total flyers.
- 100% on-line and continually updated reports provide real-time assessment of flyer satisfaction.
- On-line, multiple, actionable reports standard accessible worldwide.