

GESTSM Guest Email Satisfaction Tracking

The **Accommodations GESTSM/Monitor** is the only property management tool that offers competitive, segment business and leisure brand quality benchmark indices for your market. This cost-effective automated property management information solution enables all forms of accommodations to monitor guest satisfaction, value drivers and more on a real time basis. **Accommodations GESTSM/Monitor** provides GMs and departments with a guest information system that is cost-efficient and more effective for decision makers than any currently available alternative. The **Accommodations GESTSM/Monitor** can also be used at the corporate level for city, region and total brand satisfaction analysis.

Methodology

Guest checkout triggers an automated email invitation to participate in a brief survey 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. **Accommodations GESTSM/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 Stay	Hard product (6 attributes)	Exceptional staff recognition
Guest Club Membership	Guest Loyalty	

Standard Reports

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

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

Problem Resolution Reports

Alerts:	Immediately identifies and reports property's most dissatisfied guests
Problem Specify:	All negative verbatims sorted by checkout, name or room number
Suggestions:	All verbatim responses to improvement question

Benefits

- Market brand quality benchmarks based on DKSA monthly industry standards: market-level competitive positioning for business, leisure and total guests.
- 100% on-line and continually updated reports provide real-time assessment of guest satisfaction.
- On-line, multiple, actionable reports standard accessible worldwide.
- Gives GM's and department staff opportunity to quickly remedy identified problems.
- Corporate reports allow for city, region and overall chain or portfolio evaluations.
- Management companies can evaluate performance of all brands using uniform metrics.
- Able to integrate data from different sources (email, mail, comment card): no loss of current data.