

## **Hotel Guest E-Satisfaction Tool**

*HotelGEST<sup>SM</sup>* is the property management tool that offers competitive market specific business and leisure brand quality benchmark indices for your segment in each USA market. This cost-effective, automated property management information solution enables hotels to monitor guest satisfaction on a real time basis. A strategic alliance between DKS&A and DWS, Inc., *HotelGEST<sup>SM</sup>* provides guest satisfaction information that is better, faster, and more cost-efficient than any other currently available system. *HotelGEST<sup>SM</sup>* can also be used at the corporate level for city, region, brand and portfolio satisfaction analysis and much more.

### **Methodology**

Guest checkout triggers an email invitation to participate in a brief survey and links the guest to our website. Once the survey is completed (in any language) and submitted, input is automatically incorporated and available in eight standard reports. *HotelGEST<sup>SM</sup>* reports are available via password protected website 24/7 from anywhere in the world (HotelGEST.com).

### **Standard Questionnaire Topics**

<u>Basics</u>	<u>Ratings</u>	<u>Problem Resolution Plus</u>
Name	Overall Value	Problem identification (15 areas)
Room Number	Overall Service (6 attributes)	Problem resolution rating
Rate paid	Overall Satisfaction	Suggestions for improvement
Purpose of Stay	Hard product (10 attributes)	Exceptional staff recognition
Guest Club Membership	Guest Loyalty	

### **Standard Reports**

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

### **Management Components**

<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 property ratings for specified month
<b>Guest Response Database:</b>	Provides all metrics on a guest level basis
<b>Exceptional Employee:</b>	Identifies those employees who positively impacted guest stay

### **Problem Resolution Reports**

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

### **Benefits**

- Market brand quality benchmarks based on DKS&A 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 G.M.'s and department staff opportunity to quickly remediate 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.
- Customizable questionnaire makes information more relevant to specific market needs.