

Listen to Your Customers



Whether you use a quick survey in your restaurant or an extensive guest questionnaire, the GuestWare Comment Card Tracking system helps you manage customer feedback. GuestWare will improve productivity in the follow-up process and provide management reports to maximize the benefits of your surveys.

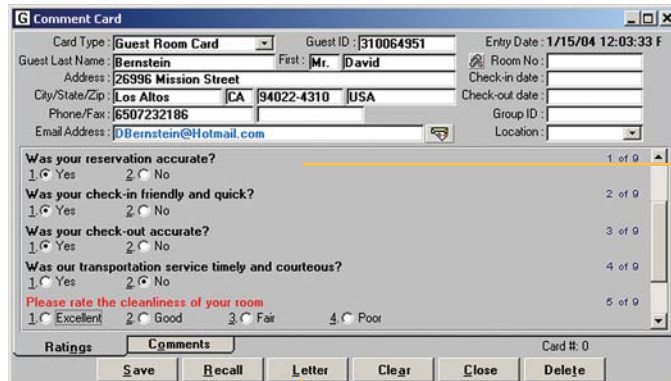
Improve Survey Tracking and Follow-up

GuestWare's Comment Card Tracking system is faster and more comprehensive than using a spreadsheet, and it is less expensive and more immediate than outsourcing.

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"GuestWare allows us to quantify our survey results and pinpoint trends in service quality."

Logging survey results is easy. Hot keys take you through each question in less than a second. When used with GuestWare Guest Recognition, names and addresses are filled in automatically and surveys are linked to each guest's history. GuestWare will track multiple surveys of any length, so you can automate your entire survey program.

The built-in mail-merge capability makes generating follow-up letters easy. You'll save time reviewing concise reports instead of sifting through individual surveys.



You can configure GuestWare to match your existing surveys.

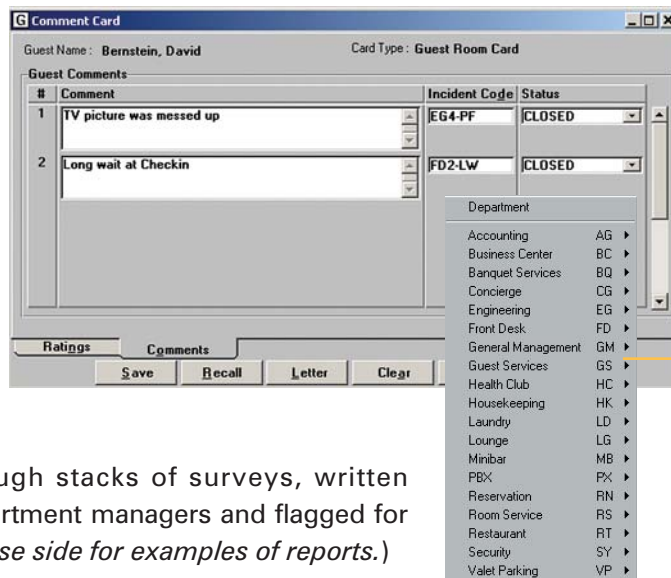
GuestWare has built in mail-merge to streamline follow-up letters.

Quantify Written Comments

While the rating style questions provide you with general service trends, the written comments give you the information you need to act. GuestWare has a unique method of organizing comments by department—to streamline follow-up and to quantify comments for long-term trend analysis.

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"Not only does GuestWare save us time, we learn more from the information we collect."

Instead of wasting hours sifting through stacks of surveys, written comments can be sent via e-mail to department managers and flagged for further follow-up if needed. (See the reverse side for examples of reports.)



Categorize written comments within each department.

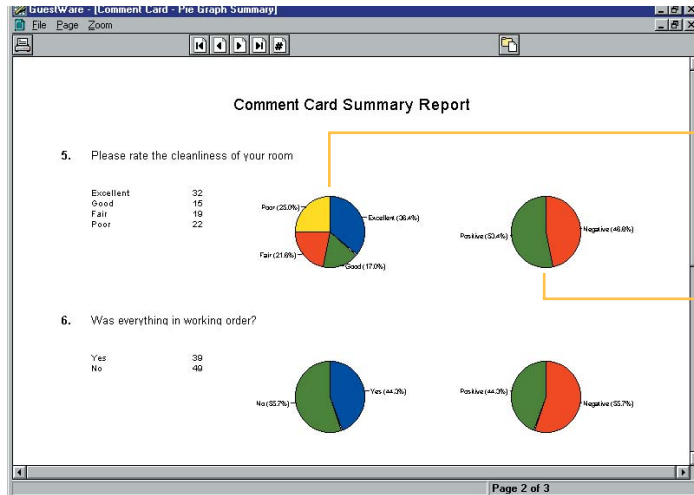
Comment Card Tracking

Measure Your Success

With just a glance, Comment Card Tracking users know whether their guests were satisfied or dissatisfied during their stay. This data ultimately can be used to improve processes within a hotel, keeping guests satisfied and ensuring that problems do not recur.

Learn Where to Focus

GuestWare summarizes comment card results graphically, making it quicker to spot problem areas that need your attention. You then can use GuestWare incident and comment card reports to identify specific solutions to these areas. The statistical information in the Summary Report is also a great way to track changes in guest perceptions from month to month.

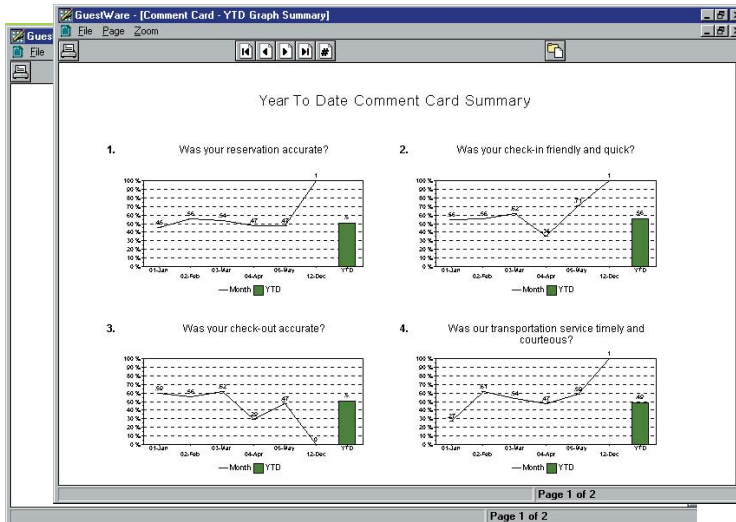


The first chart quantifies survey results.

The second chart gives you a quick overview of positive versus negative results.

Discover if Your Efforts are Working

View trends in survey responses month to month versus year-to-date average.



Line graphs summarizing year-to-date results show the effectiveness of your improvement efforts. In many cases, simply posting the graphs in employee areas creates awareness and improves results. The graphs take seconds to run, making it much faster and easier than using a spreadsheet.

Improve Communication Flow

GuestWare provides many other graphs and reports to summarize comment card information. Ultimately you will spend less time reading cumbersome surveys and more time following up with your staff and guests, resulting in higher productivity and increased guest satisfaction.

Guest Comment Log
Report Date Range : 2/1/99 to 2/28/99
Engineering

* Room : 703
Guest : Alice Campbell
218 TIMBER KNOLL DR
BEAR, DE 19701-1438
Phone : 3026337452
Arrival: 2/3/99
Comments: Outlet by desk did not work. Could not operate any PC

* Room : 1005
Guest : Alice Campbell
218 TIMBER KNOLL DR
BEAR, DE 19701-1438
Phone : 3026337452

This report organizes written comments by department and can be e-mailed for efficient distribution.

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To learn more about GuestWare, call for a free demonstration or go to www.guestware.com.