

Guest Experience Measurement (GEM)

Guest Experience Measurement helps you ...

Increase Revenue

- GEM tells you precisely what matters to your guests and what you need to do to keep them coming back
- Deliver consistently on the benefits that guests value most to increase referral and return stays
- Identify new opportunities to boost sales and usage of onsite facilities and services

Build Guest Loyalty

- Loyal guests are typically your most profitable guests
- Invite performance evaluation; show your guests you are committed and accountable
- Automated thank you following visit shows guest appreciation
- Continued property exposure

Control Costs

- Fix problems fast before they escalate
- Reduce costs by allocating your resources (staff, time and money) to the areas that most impact guests' loyalty
- By knowing what benefits guests most value and consistently delivering these benefits you don't have to respond to every competitive action

Outperform the Competition!

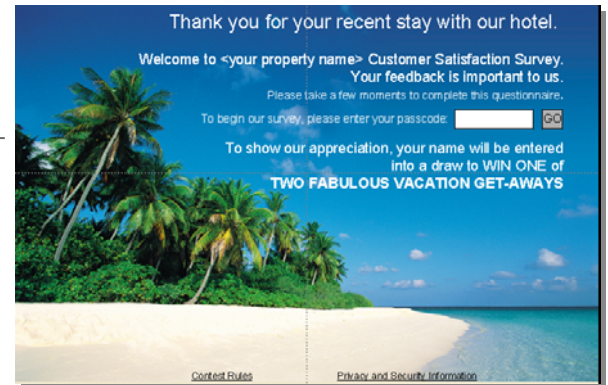
- Compare your performance against key competitors
- Identify the performance gaps between yourself and competitors
- Know where to allocate resources to eliminate the important gaps
- Make better decisions and act with certainty

GEM System Features...

- ⇒ Electronic thank you note and survey invitation as follow-up to guest visit as an enhancement to your existing Maestro system
- ⇒ Advanced web-based survey technology
- ⇒ Custom property branding
- ⇒ Informative, easy-to-use reporting action priorities identified
- ⇒ Interpretation guidance
- ⇒ Unique flexibility - unlimited survey usage
- ⇒ Cumulative database maintained
- ⇒ Strict confidentiality and integrity
- ⇒ Rigorous statistical analysis

Experience the Benefits of GEM ...

- ⇒ Know that guest service expectations are being met
- ⇒ Confidence to charge "what the market will bear"
- ⇒ Early Warning System for property service/quality issues
- ⇒ Test new initiatives - quick feedback
- ⇒ Reduce resource allocation to guest feedback - GEM provides efficiency at low cost
- ⇒ Link service delivery to revenue and profit
- ⇒ New information & insight to help you achieve operational excellence and differentiation (sustainable competitive advantage)
- ⇒ Sustainable competitive advantage results in increased repeat business, increased occupancy, more on-site purchases



	Reliability	Accuracy	Speed	Work	Cost	Customer Service	Value	Efficiency
Section 1: Overall Feelings								
<i>Think about your stay at this property overall.</i>								
1. overall								
2. service								
3. activities								
4. overall								
5. service								
6. activities								
7. overall								
8. service								
9. activities								
Section 2: Performance								
<i>Reservations - How easy was it to make your reservation?</i>								
1. ease of use								
2. availability								
3. overall								
<i>Employees - How easy was it to get the employee you needed?</i>								
1. overall								
2. service								
3. activities								
Section 3: Overall Ratings								
<i>How likely are you to recommend this property to a friend?</i>								
1. overall								
2. service								
3. activities								
4. overall								
5. service								
6. activities								
7. overall								
8. service								
9. activities								

20+ INTEGRATED MODULES ON A SINGLE DATABASE

- ◆ Front Office (PMS)
- ◆ Sales & Catering
- ◆ Yield Management
- ◆ 2-Way GDS Integration
- ◆ Real-Time Web Booking Engine
- ◆ Multi-Property Management
- ◆ Condo & Timeshare
- ◆ Retail & Fine Dining POS
- ◆ Table Reservation
- ◆ Analytics & BI
- ◆ Spa & Activities
- ◆ Central Reservations
- ◆ Work Order
- ◆ CRM
- ◆ Gift Card & Loyalty
- ◆ Membership
- ◆ Concierge
- ◆ Housekeeping
- ◆ Golf Management
- ◆ Guest Experience Measurement
- ◆ eMarketing

Visit our website for a full list of modules and more information

www.maestropms.com