

Guest Experience Measurement (GEM)

Guest Experience Measurement helps you ...

Increase Revenue

- GEM monitors guest perceptions to help you to optimize property resources and ensure you are providing superior value
- GEM can tell you precisely what matters to your guests and what you need to do to keep them coming back
- Use GEM to ensure that you consistently deliver 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
- Automated thank you following guest stay shows your appreciation for their business
- Invitation to provide performance feedback show your guests that you are committed and accountable
- GEM makes it easy to “re-connect” with guests where a follow up action is appropriate

Control Costs

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

Outperform the Competition!

- Compare your performance against key competitors
- Identify relevant performance gaps between yourself and competitors
- Know where to allocate resources to eliminate the relevant gaps
- Act with certainty and make better decisions

GEM System Features...

- ⇒ Seamless, automatic electronic thank you note and survey invitation is fully integrated with Maestro
- ⇒ Unique survey flexibility, unlimited survey usage, advanced web-based survey technology
- ⇒ Custom property branding, survey incentive, post survey landing page
- ⇒ Accurate, customizable and easy-to-use reporting (weekly and/or monthly) supported by rigorous statistical analysis
- ⇒ Interpretation guidance available if required
- ⇒ Secure, confidential cumulative database maintained and available 24/7
- ⇒ GEM is fully integrated with Maestro's ResWave and new Guest Rewards and Loyalty program
- ⇒ GEM customers can showcase positive overall scores (superior value, service, referral, re-book) and select guest comments on their own property website using a unique GEM widget

Experience the Benefits of GEM ...

- ⇒ Know that guest service expectations are being met
- ⇒ Early Warning System for property service/quality issues
- ⇒ Test new initiatives quickly and accurately
- ⇒ Reduce resource allocation to guest feedback - GEM provides efficiency at low cost
- ⇒ Full GEM/Maestro integration allows for linkage of service delivery to revenue and profit
- ⇒ Ongoing access to relevant guest intelligence & insights to help you achieve operational excellence, meaningful differentiation and sustainable competitive advantage
- ⇒ Sustainable competitive advantage results in increased repeat business, increased occupancy, increased profit
- ⇒ Have the confidence to set your room rates based on the value that you deliver

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

