# SmartFeedback Guest Service Centre

## Product Description

• A solution to enable a hotel to manage its guest feedback including guest questionnaires and remarks.

• This solution creates a centralised feedback database that will include feedback handed in by guests on location as well as feedback received from guests following their stay.

• Sophisticated reporting capabilities allow for on-line and periodical presentation of results and analysis.

## Features

• Can automatically send e-mail containing questionnaire to chosen customers. The responses are automatically entered into the system.

• Reporting capability shows high-level trends as well as individual guest responses.

• Ability to record guest comments in addition to questionnaire responses.

• Gives a detailed breakdown of guest feedback for each department.

## Benefits

• Has the objective of supplying the site with guest opinions in order to improve service.

• Encourages operational efficiency and increases staff morale and motivation.

• The system can handle more than one questionnaire type.

• Online representation of feedback results allows rapid attendance to guest complaints.

## Customers

• Since its launch approximately one and a half years ago, SmartFeedback is already installed in approximately 10 customer sites, including a number of sites within the Hilton Europe chain.

## Technical

• Easy installation and setup.

• Interfaces available to Fidelio. Other interfaces can be developed with required co-operation.

• Unlimited workstations at each site.

• Two upgrades issued on average annually.

• Supports Citrix and terminal server platforms.

• Operates on local database and SQLs.

## Costs of Ownership

• License Fee based upon number of rooms is sold annually with payments made in advance.

• Initial cost for installation and training.

• License Fee includes rights to use system and interfaces, remote telephonic support and upgrades.

• Charges may be levied by third parties for interfaces to their systems, or for messaging such as SMS.