



SMARTFEEDBACK GUEST SERVICE CENTRE

“Improve what your customers think of you”

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.

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