

Imagine...

- ▶ your associates at the "top of their game"
- ▶ your service scores break new records
- ▶ your property earns service awards
- ▶ your guests are returning, raving fans
- ▶ your property leads its competitive set
- ▶ your culture lives continuous improvement
- ▶ your profits march steadily higher



Boost Service Recoveries, Prevent Recurring Problems, and Improve Profits

The Power of Mid-Experience

Now more than ever hoteliers need continuous, actionable insight into rapidly changing guest expectations and behaviors. VOC Systems addresses this need with a uniquely powerful approach to improving the guest experience *during the experience*. Introducing ExpressWay™ -- a solution that starts with a simple channel for open dialogue with the General Manager, and ends with dramatic improvements in engagement, culture, and performance.

"I will never again run a hotel operation without VOC."

-- Jorg Heyer, General Manager,
Sheraton Vistana Villages

Actionable Means Recoverable

During their stay, guests simply record a voicemail for the General Manager. No surveys, no forms, keyboards, pens or paper. Audio is converted to text for email delivery -- in minutes -- to all managers with a need to know. Your hotel team receives rich, *actionable* detail (including guests' audio) in plenty of time to respond to concerns and experiences so more guests leave delighted.

Associates Take Center Stage

Traditionally, many associates go the extra mile to deliver exceptional service, but often go unrecognized. Through ExpressWay, associates' efforts are frequently lauded by delighted guests sharing their mid-stay stories with detail and audible emotion. This greater transparency means new stars are born, old stars shine brighter, and guests experience quality service that is sustainable, engaging, and memorable.

Brand Strength From Listening

Every hospitality organization listens to guests. But traditional listening with surveys and mystery guests is after the fact with results that are hard to act on. Now imagine your brand *truly* listening to guests, with motivated associates acting on critical knowledge and delivering "WOW" resolutions to issues *during* the stay, every day. Advantage: your brand.

Proven Results

Globally branded properties have exceeded previous service records and won state, national (AH&LA) awards for guest relations, citing our system's key role.

Highlights:

- ▶ Give every guest a mid-stay invitation to communicate their experience to a higher authority: the General Manager
- ▶ Create immediate issue visibility to the entire operating team; 24/7/365
- ▶ Recover from service failures before check out
- ▶ Quickly and directly recognize associates with actual guest feedback in text and audio
- ▶ Discover associate and property trends early for diagnosis and resolution, all through a custom online portal available anytime, anywhere
- ▶ Learn what drives performance, for one property or the entire portfolio
- ▶ Differentiate and strengthen your brand by making service more guest-centric

“Your system has quickly moved from amenity to necessity; we’re celebrating record survey scores, reduced comp expenses and enhanced associate coaching and recognition.”

-- Glenn Vlastic, General Manager, Sheraton Vistana Resort



For the Guest: As Simple as Voicemail

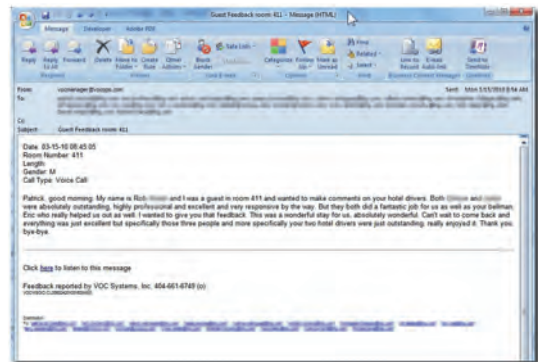
Guests dial a local extension from their room phone (or any phone) to record a personal message for the General Manager.

For Managers and Associates: Instant Updates

Voicemails are converted to text and sent (with a link to the original audio) to the appropriate manager based on the nature of the guest’s comments...**in minutes**. ExpressWay™ automatically handles routing and distribution to any email capable device.

Accountability Built In

ExpressWay™ captures your staff’s email responses and commitments, so you know about major issues as they are happening, who has taken responsibility, and how and when problems are resolved. ExpressWay™ also tracks what’s complete—and what’s not—for you.



Reports Anytime, Anywhere

Managers monitor progress with up-to-the-minute, on-line reports that highlight trends and enable detailed searches, resulting in better, faster decisions.

Dig Deeper Online

Search comment records online for text and audio details relevant to a time period, event, guest, employee or other factors. View searches as interactive graphs, charts or full text records.

Implementation is a Snap

ExpressWay™ needs a phone extension and internet access to work. Guests need awareness messages (we'll share what has worked best) to prompt their calls to the GM. ExpressWay™ is delivered on demand through VOC Systems' secure hosted platform.



Contact Brad Kesel today, 404-661-6749 or bkesel@vocsys.com and witness for yourself how mid-experience guest insights can send your performance to a completely new level.

