



**eGuestSurv**  
*Guest Satisfaction Management*

[www.divtech.co.za](http://www.divtech.co.za)

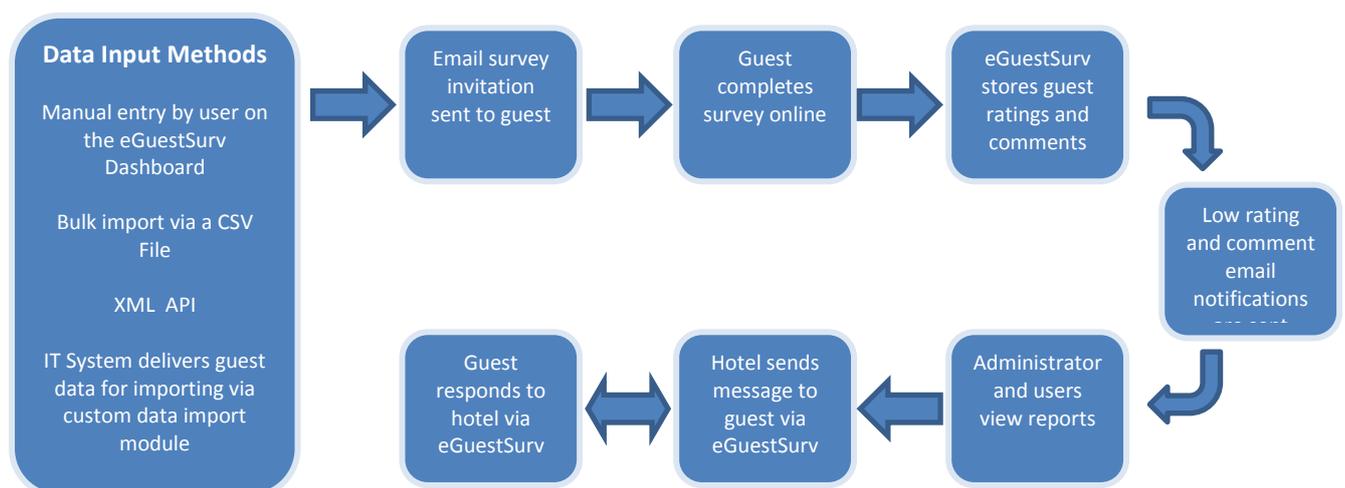
for the customer

## Solution Overview

eGuestSurv, developed by Diversified Technologies is a web based 360 degree total Guest Satisfaction Management solution. The system addresses the needs of both businesses to obtain continuous, high quality, real time, actionable and distributed guest feedback and the needs of customers to provide feedback to businesses in a convenient online and reliable method. eGuestSurv is an Event Driven Feedback (EDF) solution, which means that guests are surveyed immediately after utilising a service and therefore provides a continuous flow of guest feedback with advanced service failure notifications.

eGuestSurv is widely used in accommodation establishments of varying sizes and types, restaurants, convention centres, spa's and other hospitality service providers.

In a fully automated environment, eGuestSurv is integrated with a service providers systems such as a Reservations System, CRM System, ERP System or hotel PMS which delivers the guest data to eGuestSurv on a daily basis. eGuestSurv sends all guests with a valid email address an email invitation with a link to an online survey. The guest completes the survey and the information is stored in the system before the Low Rating Alert, High Rating Alert and Guest Comment Notifications checks are performed and sent on email to the company users and administrators. Once the ratings have been stored all system reports and the eGuestSurv dashboard is immediately updated with the additional ratings. System users can respond to guests via a two-way email messaging system from within eGuestSurv and all messages between the hotel and the guest are logged in the system and can be viewed in the guest's profile.



## Business Goals

The main business goals for implementing a Guest Satisfaction Management system would be to:

- ✓ Improve Management Information pertaining to guest experience feedback
- ✓ Reduce customer satisfaction reporting times to real-time tracking
- ✓ Increase the volume of guest experience feedback
- ✓ Improve the guest's experience when providing feedback
- ✓ Measure business unit performance against organisation and industry benchmarks
- ✓ Improve the guest's experience by incorporating guest feedback data into product design and development initiatives

## Application Features

- ▣ **Web-based** application, which is available 24/7 and doesn't require the installation of any software or the purchasing of additional hardware. All users need to access the application is an internet connection and an internet browser (Internet Explorer 7.0 and above or the latest versions of Firefox, Google Chrome and Safari).
- ▣ Each user will receive their own **Username** and **Password** which is required to access the application by company employees. Individual user permissions restrict user access to different functions of the application.
- ▣ **Process** guest data for survey distribution using any of the four supported methods. Automated guest data uploading and processing via exported CSV files from the hotel PMS or CRS, manually upload exported CSV data files from the PMS or CRS for processing, post guest data directly to the eGuestSurv API for sending or send survey invitations manually by completing only 7 required fields on the eGuestSurv dashboard.
- ▣ Additional **transaction and profile data** can be included with the uploaded guest data in order to store related guest information such as the reservations number, room number, guest cell phone number etc. with the guest's eGuestSurv profile. Four custom transaction and four custom profile fields are available.
- ▣ Email invitations and surveys are branded with the hotel or company **logo**, in order to maintain the customer's corporate identity.
- ▣ For companies that want get up and running quickly we include **standard eGuestSurv Hotel and Game Lodge surveys** that are already translated into 8 languages (English, German, French, Italian, Spanish, Portuguese, Zulu and Tswana), and standard Restaurant, Spa and Conference Centre survey that are available in English.
- ▣ **Custom surveys** can be developed, in order to gather specific data for an establishment. This is an optional custom component to eGuestSurv and will be developed in consultation with the establishment. Please contact Sales for more information.
- ▣ **Multiple surveys** can be linked to each establishment, for instance a hotel may have an accommodation, spa and conference survey linked to a single establishment, alternatively each business unit can setup as a separate establishment with its own linked surveys.

- ▣ The **Over Survey Limit** automatically prevents the system from sending a survey to a guest that has received a survey invitation during the past 30 days. The limit can be adjusted higher to 365, but cannot be set to less than 30 days and is maintained per unique guest email address per establishment.
- ▣ Guests can **Unsubscribe** at any time from the eGuestSurv system and automatically performs a system wide unsubscribe check for all uploaded guest data.
- ▣ **The Auto Reminder** function sends an automatic reminder email invitation to guests that have not yet completed their survey after the specified time period. This function can be disabled for any of the establishments on the system.
- ▣ Real time **Email notifications** are automatically generated to email distribution lists based on the guest ratings and comments. Email notifications based on guest ratings are generated for **Critical Low Ratings** and **Low Ratings** as well as **High Ratings**. Instant email notifications allow hotel and group management to be notified early of service failures and to implement effective service recovery initiatives. The notifications also notify stakeholders of high ratings, which can be used to praise employees and to celebrate successes. Email notifications can also be distributed to external users that do not have a user account.
- ▣ The eGuestSurv **Dashboard** gives users an instant overview of their most recent survey ratings, comments and low rating alerts, without having to process any additional reports.
- ▣ The survey layout, components and rating scale is **standardised** across all surveys in order to make the surveys as easy and quick as possible for guests to complete.
- ▣ The **integrated two-way email message system** allows users to respond directly to guests from within eGuestSurv and guests to respond directly to the hotel, while the system records all correspondence between the hotel and the guest and stores it with the guest's survey data. Any responses from the hotel to the guest are automatically distributed via email to the users included in the **Guest Message Notification** function.
- ▣ Users can use the **Internal Note** function to capture service failure investigation notes, customer preference or general information notes with the guest survey data and then distribute the notes via eGuestSurv to other users via email.
- ▣ eGuestSurv automatically maintains a survey **Feedback Loop** status based on the guest ratings, comments and hotel responses. Weekly scheduled reports allow hotel and group management to see the number of surveys that had an initial Feedback Loop status of Open and the number of surveys that are still Open. The Feedback Loop therefore provides a structure for the management of responses back to guests, when ratings are low or when guests leave a comment.
- ▣ Companies can link their website directly to a branded **Open Survey**. Now you can also capture your website visitor's feedback.
- ▣ Ratings from completed surveys are immediately included in the overall establishment results for real time online reporting via the web interface.
- ▣ **Reporting** functionality includes filtered results with drill-down data views for survey data, response rates, Net Promoter ratings and Guest Comments.
- ▣ **Survey results** can be broken down into various service departments (reception, food & beverage, facilities etc.)
- ▣ **Search and View** individual guest details, and drill down data including survey response averages and individual survey responses and comments and internal notes.
- ▣ The monthly service fee includes the sending of **unlimited** number of **survey invitations** per establishment.

- **Opt-In** lists are automatically updated when guests select the opt-in check box on the survey.
- **Multiple establishments** can be linked to one user account, allowing users to track establishment performance on a regional, cluster or brand basis.
- **Redirect** on survey completion. Once a guest has completed a survey they can either be shown a Thank You message or be redirected to any other web page, including a Trip Advisor page or a dedicated Thank You page on the company website, where promotional offers may be displayed.
- Guests have the option of consenting to **publish** their survey on social media websites such as Twitter and Facebook as well as the company website. Once the hotel adds their consent then the guest's comments and survey results may be extracted via the eGuestSurv API for publishing.
- Surveys are designed in **HTML 5** with fluid layouts and automatically adapt for mobile devices.
- eGuestSurv has a rich **XML API** that allows companies to send surveys and extract aggregated survey, comments and customer data for publishing or system integration purposes.
- With eGuestSurv the **Net Promoter Score** is built directly into the system and establishments can easily identify their detractors and promoters.
- The eGuestSurv system maintains an average **Response Rate** of between 28%-30% from all successfully delivered survey email invitations.
- Daily or weekly **Comment Tracking** reports automatically deliver all comments that have been submitted that include a specific set of key words or phrases, thereby allowing the recipient to track a specific theme such as Food and Beverage.
- Each establishment can have its own **Goal Rating** against which they can track their performance. The establishment Goal Rating is included on the eGuestSurv Dashboard as well as the monthly Analytics Reports.
- The system will automatically create a **Guest Profile** for each guest (unique email address) per establishment and all subsequent surveys sent that the guest will be assigned to the guest's profile in order to get an overall view of the guests satisfaction and feedback over time.
- Detailed **Monthly Analytics Reports** are distributed via email for individual establishments or multi-establishment organisations. In multi-establishment organisations the reports are designed for all levels within the organisation - individual establishments, brands, regions, reporting structures as well as the overall group.
- An **Industry Benchmark** is calculated across all data in the eGuestSurv system for the corresponding month and is included in the Monthly Analytics Reports.

## Application Benefits

- ✓ Survey ratings and guest comments are captured automatically, and results are available in real time.
- ✓ Automated drill down reports, including surveys, countries, service departments and individual guests.
- ✓ Get a customer perspective on service quality.
- ✓ Quickly identify service areas that are problematic and those that are exceeding expectations.
- ✓ Incorporate survey results into staff performance management programs.
- ✓ Become more competitive, by tailoring your product according to your guest feedback.
- ✓ Make strategic Marketing and Sales decisions based on guest feedback.
- ✓ Cost effective, subscription based application, with no software or hardware investment.
- ✓ Advanced application features such as Over Survey limits, High/Low Response Rate alerts, Auto Reminder functions, Two-Way Message Centre and Feedback Loop Management.
- ✓ Multiple Languages including English, German, French, Italian, Spanish, Portuguese, Zulu, Tswana and Arabic.
- ✓ Standard accommodation survey in multiple languages included.
- ✓ Bulk processing, via CSV file importing or full IT System integration.
- ✓ Become more environmentally friendly, no need to print feedback forms as eGuestSurv is electronic.

## Clients

We are very proud to be associated with some of the leaders in the Southern African Hospitality Industry. Below are just a few of our happy customers.





## Pricing

eGuestSurv pricing for accommodation service providers is based on the number of establishment rooms. This means that eGuestSurv is affordable even for small establishments such as B&B's and Guest Houses.

Pricing for other service provider types (conference venues, restaurants, spas, vehicle rental etc.) are based on survey volumes and a quote can be specifically prepared once the needs have been identified.

For more information on pricing please contact our Sales Department at [sales@divtech.co.za](mailto:sales@divtech.co.za)

## Conclusion

We would like to thank you for taking the time to learn more about eGuestSurv and Diversified Technologies. We believe that eGuestSurv is the ideal solution for hospitality service providers and allows them to truly understand their guest expectations and experiences. Share our passion for customer service and join the eGuestSurv team today!

We look forward to responding to any questions that you may have regarding our products or services.

## About Diversified Technologies

### Introduction

Diversified Technologies is an ICT company that thrives on providing truly innovative and unique solutions to the hospitality industry. Our focus areas include the provisioning of On Demand - Guest Satisfaction Management, Guest Support Management and Document Management applications, developed with Adobe ColdFusion and SQL Server 2008.

### Background

Diversified Technologies' aim is to provide innovative solutions that speak directly to today's growing and established organizations needs, whilst providing the maximum possible return on investment.



Our business focused solutions, supported by our service philosophy, innovative thinking and years of experience in managing and implementing solutions means that we are able to provide cost effective and high quality solutions and services.

## Contact Us

We know that there is no better way to showcase eGuestSurv than to have potential customers see and experience the application for themselves. Please contact us for a personal demonstration or let us setup a user account for our demo system and you can explore eGuestSurv at your own pace.

Web: [www.divtech.co.za](http://www.divtech.co.za)  
Postal Address: PO Box 787437, Sandton, 2146  
Tel: (011) 792 7488  
Fax: 086 647 3502



**Online Customer Satisfaction Survey Invitation**

25-Jan-2013

Dear Eddie Scheun,

Guest feedback about our product and service is very important to us, and enables us to learn about things that we are doing right and where we still need to improve.

To achieve this we need your assistance and we kindly ask that you take a few minutes to complete our online customer satisfaction survey by clicking on the link below.

Click here » [Kenilworth Hotel - Customer Satisfaction Survey](#)

We thank you in advance for your kind assistance and hope to welcome you back very soon.

Kind Regards

Kenilworth Hotel

# Leading Country Hotels

[Home](#) | [Log Out](#) | [eGuestSurv](#) | [Admin](#)

eGuestSurv » Home Page

### Send Guest Survey

First Name:\*

Surname:\*

Email:\*

Establishment:\*

Country:\*

Check Out:\*

Survey:

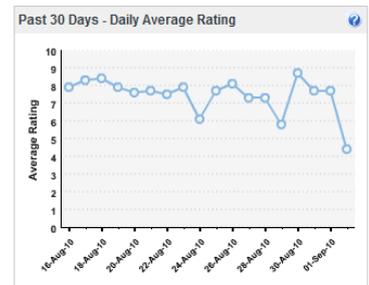
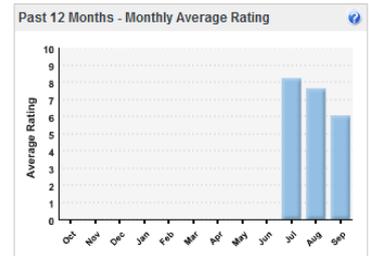
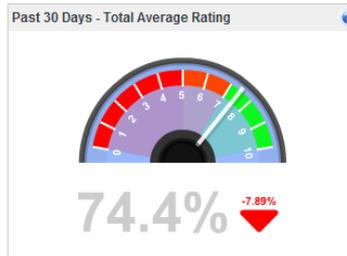
Language:

No. Nights:

Res No.:

ID/Passport No.:

\* Required Field



### Past 7 Days - Low Rating Alert

Yamamoto Isoroku [8 - 4.4]		<a href="#">View</a>
Leonardo da Vinci [8 - 7.7]		<a href="#">View</a>
Claudia Schiffer [8 - 7.7]		<a href="#">View</a>
Albert Einstein [8 - 5.8]		<a href="#">View</a>

### Functions

[Reports](#)  
[Search Guest Data](#)  
[Upload Guest Data](#)

### Past 7 Days - Guest Comments

**Yamamoto Isoroku - Regency Hotel**  
[View Survey](#) | [Send Message](#) | [Create Note](#)

Thank you for your quick response and for your kind offer of a complimentary meal at the restaurant. I will take you up on your offer as I will be staying at the hotel again in a weeks time. Thank you and kind regards.

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**Yamamoto Isoroku - Regency Hotel**  
[View Survey](#) | [Send Message](#) | [Create Note](#)

The food needs to be looked at - we were served soggy vegetables devoid of any taste, they looked like they had been dipped in warm water with no salt. It seems there is a drop in standard compared to the other hotels which I am used to.

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**Leonardo da Vinci - Regency Hotel**  
[View Survey](#) | [Send Message](#) | [Create Note](#)

We had a lovely time and will most certainly go back again and we will recommend the hotel to our friends and family. Beautiful hotel and very friendly and helpful staff. Thank you for a great weekend.