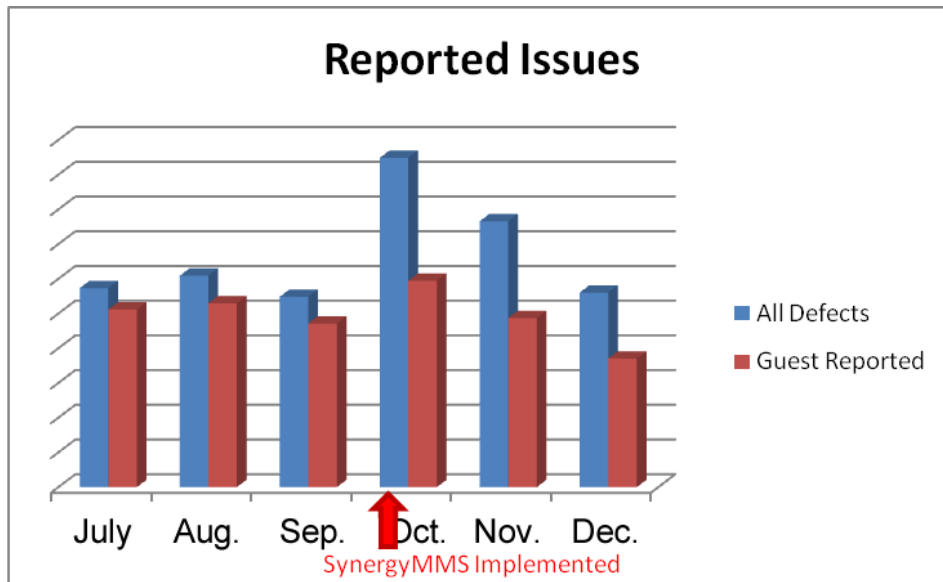




How to reduce guest complaints by 30% or more with SynergyMMS

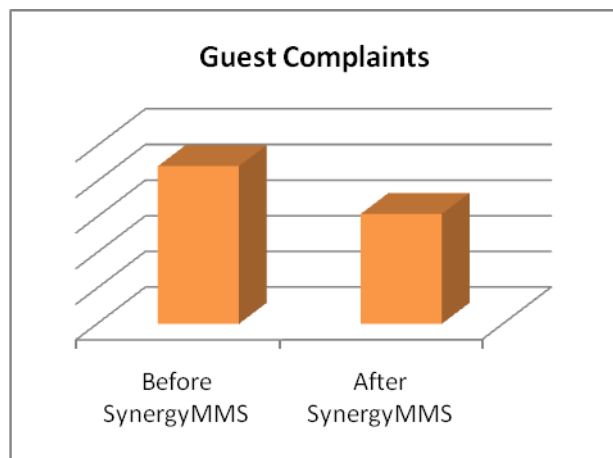
There are countless studies and claims regarding *potential* savings with maintenance software products but how do you really *know* if those savings will be there for you? Rather than quote another study, below you will find **actual savings** data from a client who tracked guest issues both before and after SynergyMMS was implemented. Take a look at these amazing statistics...



A Case Study

This is a busy property not unlike so many others. They have limited staffing due to budget constraints yet must still provide excellent service. SynergyMMS was installed in late September to help improve the efficiency of staff members among other reasons. In the

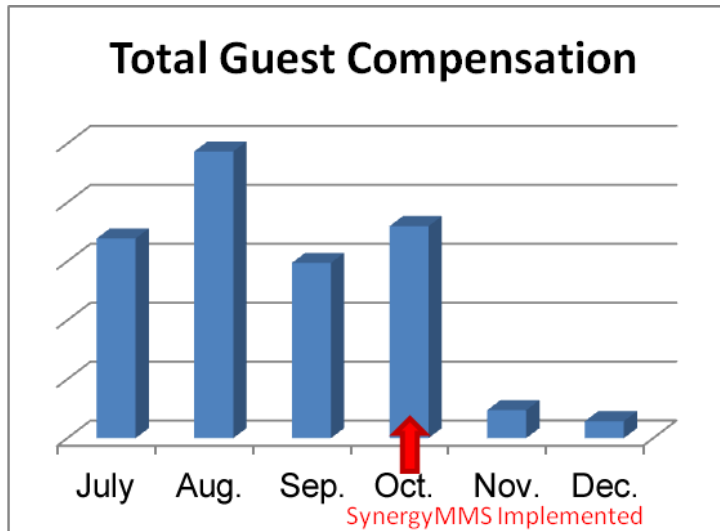
graph to the left, it is clear that reported issues increased once SynergyMMS was installed. What is most interesting about this graph, however, is the proportion of issues reported compared to those reported by guests. Before SynergyMMS was installed most issues that were reported were submitted by guests. After SynergyMMS that ratio shifts. In fact, the graph on the right shows that the amount of guest complaints recorded as a percentage of all issues **dropped an amazing 30%** after SynergyMMS was installed. Why? SynergyMMS is so easy to use, staff members from all departments were finding and reporting issues **before** the guests found them. Not only did the proportion of guest calls go down after SynergyMMS, but the overall total count of guest calls went down, as well.



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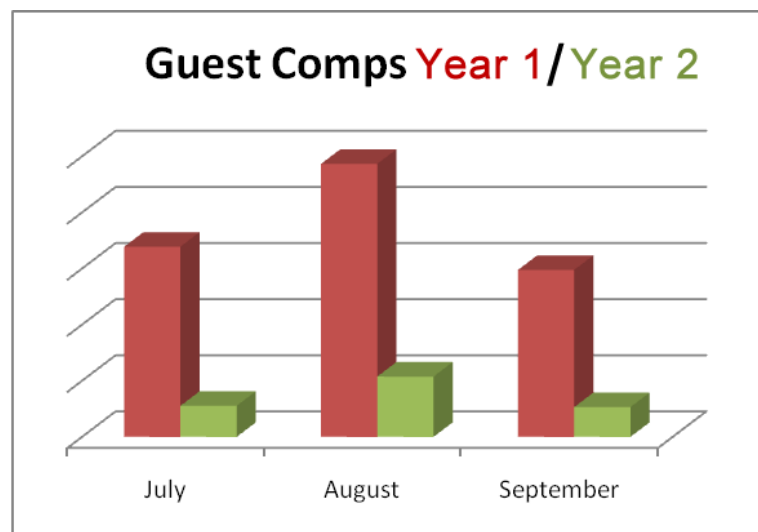
OK, but where are the savings?

Right. We've shown that SynergyMMS increases the amount of issues discovered by internal staff and reduces those reported by guests. Surely, that has to translate in savings and it does via reduced guest compensation. Logically, if guests are not finding as many issues then they have less to complain about, which translates to reduced compensation and increased revenue.



Here is a chart showing the total guest compensation for repair and maintenance issues. SynergyMMS was installed in late September and October likely reflects an adjustment period for staff members as they get comfortable with SynergyMMS. Notice the dramatic drop in the amount of compensation due to repair and maintenance issues in November and December. This demonstrates some significant savings resulting from SynergyMMS.

Taking a look at the same property and tracking the guest compensation for the three months prior to SynergyMMS we can see an **average reduction of guest compensation** due to maintenance-related complaints of **about 80%**. It is clear that SynergyMMS can truly deliver results and is well worth it.



So what does it all mean?

It means you better have

SynergyMMS! These savings only reflect statistics regarding guest compensation and do not reflect the increase in loyalty due to a better stay. This also does not reflect the improvement in the asset and equipment due to regular maintenance or the increase in staff efficiencies due to the many automation features of SynergyMMS. If you need to get better control of the maintenance processes at your property all while improving guest loyalty, these statistics prove that SynergyMMS is a wise investment, indeed.

Contact us at 419-354-3900 today to learn more!

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