



**For Immediate Release**

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## **Hotels and Resorts**

### **Stark Service Solutions announces it now offers Guest & Associate Satisfaction Surveys**

Scottsdale, Arizona, July 10, 2007 -- Stark Service Solutions announced today a new partnership with BrandOutlook, a leading market research and brand strategy firm. Stark offers state of the art customer satisfaction programs compatible with all hotel brands' training systems. In conjunction with Stark's proven ability to raise guest satisfaction scores, this new partnership offers hotels the opportunity to interface Stark systems with the BrandOutlook system for up to the minute guest satisfaction scores.

***"We are thrilled to now be able to offer our customers both the tools to measure associate and guest satisfaction along with the tools to remedy any issues. This combination means that our clients have the advantages they need to maximize their market share."*** Comments Naomi Stark, President and CEO of Stark Service Solutions.

BrandOutlook specializes in customer and associate satisfaction surveys with easy to use online access. Online guest satisfaction surveys offer you the most valuable information available... the voice of your customer in real-time. This company provides daily information which makes it easy for you to know where your strengths and weaknesses are and what needs attention through the eyes of your guest.

Harold Weiss, a BrandOutlook Partner, states, ***"The partnership between BrandOutlook and Stark Service Solutions offers hotel companies an unmatched ability to understand key areas for strengthening the guest and associate experience and ways to leverage these opportunities for maximum revenue and profit growth."***

The associate program now offered also lets you know where you are in associate satisfaction, which allows targeted areas for concern to be addressed in a timely manner. Informed, accountable and well coached associates reduce turnover and increase guest loyalty.

Visit [www.starkservicesolutions.com](http://www.starkservicesolutions.com) or call us at **1.866.281.5062** for additional information on all of our products and services including, Food and Beverage profit enhancement, motivational speakers and management recruiting.

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