



Client Profile

The Morris Inn is a 92 room full-service hotel located on the campus of, and operated by, the University of Notre Dame in Notre Dame, Indiana.

After Implementation

The Morris Inn's Director, Bill Beirne, has fully integrated the GuestInsight program into operating The Morris Inn. Regularly, he visits the realtime Web reporting portal and he shares the "professional, thorough, and detailed" reports with both department heads and staff during meetings. Operationally, he has set benchmark scores from the GuestInsight report card metrics for different hotel departments and can easily identify problem areas, operations that shine, and service improvements.

From a people management perspective, he finds the GuestInsight reports to be a great tool. He says that it is very effective to be able to cite guest feedback and comments when asking employees to make procedural changes; in fact he finds it very persuasive to be able to back up a change request by saying, "it's coming from them [the guests], not me".

GuestInsight