



Client: [InSiteSystems.com](http://InSiteSystems.com)

*Industries pages (one sample below)*

## Accommodation and Hospitality

### How the Accommodation and Hospitality Industry Benefits from Customer Feedback and Data Management:

The accommodation and hospitality industry is one of the oldest in the world, dating back thousands of years, as travelers have always needed accommodation. The modern accommodation industry encompasses a range of facilities from luxury hotels, offering the ultimate in comfort standards and facilities, to relatively humble bed and breakfast establishments.

Nowadays, hotels face fierce competition and can generally only increase their market share at the expense of their competitors. Twenty-first century travelers have high expectations and premium hotels compete aggressively for these customers, offering loyalty programs in the hope of retaining customers.

Hotels need to be able to recognize their 'high-value' customers, who are not necessarily the ones that subscribe to loyalty programs. The most profitable customers book accommodation in the more expensive rooms at premium locations, patronize the hotel bar and restaurant and use room service.

To identify their most profitable customers, hotels have to both collect and manage immense amounts of data in order to understand more about their customers' behavior and target their marketing strategies accordingly. Customer Feedback and Data Management (CFDM) must be customizable for each establishment. The table below, for example, shows just some of the ways in which InSite's customer feedback solutions can benefit the hospitality industry in terms of identifying the most profitable customers, reinforcing brand loyalty and managing communications while also measuring performance:

### Customer feedback and data management in this industry:

Customer Satisfaction	Understand and measure customer satisfaction for products and services, and identify ways to improve customer-directed programs.
Performance Measurement	Measure performance of internal workgroups and processes and measure performance directed to external markets (e.g. ISO compliance reporting).
Brand & Product Awareness	Measure brand awareness/equity across audiences in different markets and gauge feedback on product features/benefits.
Human Resources and Talent Management	Collect data for 360 surveys, peer reviews, compensation and benefits surveys, and employee pulse checks.
Issues and Advocacy	Used primarily by associations for member-based surveys including communications, advocacy, collective bargaining surveys etc.

Hotels also need to streamline their communications with customers: emailing confirmations on reservations, sending follow-up "thank you" emails and analyzing feedback from guest surveys. For this purpose, a comprehensive suite of customer feedback solutions that include mass emailing and surveys is essential. InSite Systems' applications allow hotel executives to streamline their customer communications and respond rapidly to guest feedback.

[Contact us](#) for further information on how our customer feedback software can help your business attract and maintain high-value customers.

*Please note: Most companies seeking web copy have their websites under development or are planning on making future changes, so our copy may not be reflected yet on their site.*



Client: [Millenium2000Painting.ca](http://Millenium2000Painting.ca)

*Services page*

## **WALLPAPER APPLICATION SERVICES**

Millenium 2000 offers wallpaper application for strata, residential and commercial customers.

### **Don't Hang Wallpaper Yourself!**

If you have ever attempted to hang wallpaper, you will be only too aware of the possible problems. We have all seen the DIY disasters where someone papers a room, only to have it peel straight off again. Even more practised householders can end up with bubbles, tears and mismatched patterns!

Avoid all these issues by hiring a truly professional company for your wallpapering project, large or small, commercial or residential. Millenium 2000 is committed to quality workmanship and incomparable customer service that is timely and efficient.

### **Wallpaper Hanging Experts**

Our knowledgeable and experienced team will meet with you to discuss your needs and requirements and will complete your decorating job on time, whether it is one room in a private home or 150 hotel rooms.

Perhaps the most important step you take will be choosing the right design and type of wallpaper for your project. Wallpaper designs today offer a tremendous choice: vinyl, self-adhesive, flock, fabric, foil, grass cloth, etc. Each type requires a different application method.

This is where our professional service is invaluable. Our team is familiar with all the different types of wallpaper and can advise you as to the best choice for your particular needs. Not only does your wallpaper have to go on the wall properly - and look good - at some point in the future you may want to remove it again. This is also something to consider when choosing a contractor for your wallpapering needs.

### **Millenium 2000 is Proven Reliable**

Millenium 2000 is a family business that is BC-owned and operated and BBB accredited. We are proud to have a solid reputation within the industry; we are licensed, bonded and insured. You, the customer, can relax, knowing that all your decorating needs are in good hands.

Feel free to [contact us](#) with any questions or for a no-obligation estimate.

*Please note: Most companies seeking web copy have their websites under development or are planning on making future changes, so our copy may not be reflected yet on their site.*



Client: [Sleekwood.ca](http://Sleekwood.ca)

***Landing page***

**Sleekwood Jewellery Design**

Jewellery can be both a beautiful adornment and a powerful personal statement.

At Sleekwood we design stylish and 'sleek' wooden bracelets and wooden chains with a true sense of fashion. All our pieces are crafted using wood from sustainable forests and are designed to reflect personal tastes and beliefs. Sleekwood's chains and bracelets are imbued with a distinctive character; their unique, contemporary designs are inspired by rural Africa. Looking for a custom-made piece? No problem! Sleekwood offers customized pieces on request.

Customers can buy with confidence *and* a clear conscience, knowing that not only is their purchase environmentally friendly but that a percentage of each sale is donated to charity, including causes such as Women in Action of The Gambia, which offers Gambian women economic empowerment. Our wooden jewellery is designed to be worn by males and females alike - wear your Sleekwood accessories with style and pride.

Sleekwood.ca is your one-stop online jewellery shop for innovative and creative handcrafted pieces; open our products page to browse our gallery and select an exciting, hand-crafted accessory that will be the envy of your friends.

Sleekwood ships worldwide.



**Prompt Proofing**  
*Professional, efficient, affordable.*

Samples of previous work: WEB COPY

Client: [UprightResults.com](http://UprightResults.com)

***Landing page***

**UprightResults.com – your one-stop online marketing service**

**Marketing** is the key to attracting and maintaining customers for your business.

Your brand needs to be known.

Your website must entice and inform customers.

You need to have a visible presence on social media.

***Overwhelmed?*** Not sure where to start? Let **UprightResults.com** help!

UprightResults.com has innovative ideas for all your marketing needs, from website design, development and hosting to maintaining your social media presence or sending newsletters to your clients – whatever your business’s marketing needs, UprightResults.com can fulfill them.

We are a one-stop online marketing service, like having your own private marketing team just a mouse click away!

*Please note: Most companies seeking web copy have their websites under development or are planning on making future changes, so our copy may not be reflected yet on their site.*



Client: [Insurance4Mobiles.co.uk](http://Insurance4Mobiles.co.uk)

***Landing page***

**Compare – Choose – Click. It's That Easy.**

Are you paying more than necessary for your mobile phone insurance?

Are your expensive mobile gadgets adequately insured?

Insurance4Mobiles.co.uk is the Internet's authority on mobile phone insurance rates.

In just moments you can obtain comprehensive coverage for what you rely on most in today's plugged-in world – your phone – at inexpensive rates.

We now spend longer on our mobile phones than we do on our computers. Our phones have replaced all other technologies on the market as our go-to gadget. If your phone were to get lost, damaged or stolen, what would you do?

Ensure you are covered against all possible perils with coverage from a reputable insurance provider.

Click below for a quick and free comparison of rates from the leading mobile phone insurance providers on the market today.

Quotes are based on your phone's value – simply select the value that is the closest match to your phone and start browsing your coverage options now.



***Landing page***

**The Shores at Summerland – Enjoy an Okanagan Lifestyle That is Truly Carefree!**

If you have been searching for a newly built, lakeside home in the beautiful Okanagan where all of your needs will be taken care of, look no further.

The Shores at Summerland is a development of four luxurious townhomes, whose lakeside location allows you to take full advantage of the Okanagan lifestyle in your personal haven from the outside world. You can relax while letting someone else worry about cleaning the pool or maintaining the yard.

Each of these high-quality duplex townhomes comes with its own private boat slip and your low monthly strata fee covers all exterior maintenance, from landscaping and pool cleaning to snow removal, leaving you to enjoy the beauty and tranquility of this lakeside retreat without having to lift a finger. Take your boat out for a cruise on the lake or simply sit back and enjoy the spectacular view with a glass of wine as you barbecue on your private patio. If barbecuing or boating seems like too much work, simply while away the hot summer afternoons lounging under an umbrella at the side of the pool or enjoy a soak in the year-round luxury of the hot tub – this is Okanagan living at its finest.

Priced under a million dollars, the homes nevertheless offer everything the most discerning purchaser could want, with exceptional quality and high-end finishing and attention to detail both inside and out. Each house enjoys almost 1900 square feet, on two levels, with three bedrooms and three bathrooms, offering spacious accommodation for your family and your guests. You will appreciate the stunning views of Lake Okanagan from the home's many windows while the beachfront is just steps away across your front lawn. Each home also includes an attached single-car garage.

The homes are light and bright with windows well placed to catch the sun. Interior features include 9' or higher vaulted ceilings, state-of-the-art gourmet kitchens with wine fridges, engineered hardwood floors and generous master suites with 5-piece en-suite bathrooms - an open floor plan on the ground level provides easy flow.

As might be expected of such a unique development, these properties are in considerable demand with only three homes still available. Call today to arrange a viewing and see if this is the home of your dreams.



Client: [SanAntonioTexasHomeInspector.com](http://SanAntonioTexasHomeInspector.com)

### *Service area page*

## **Rockway Home Inspections**

Rockway Home Inspections is the sensible choice for all your inspection needs - both residential and commercial - providing top-class, trustworthy and affordable inspections in Boerne, San Antonio and the surrounding area.

Rockway Home Inspections offers a superior level of service with objective analyses based on decades of inspection experience. The inspectors understand that the purchase of a new home is frequently one of the biggest investments that buyers make and take care to address all of their concerns. In 2012, the company was honored to receive an Angie's List Super Service Award - an award given to only 5% of businesses on the list. Winners of this award must meet strict criteria and receive exemplary ratings from their clients.

## **Boerne Home Inspector**

Buyers, sellers and realtors in the Boerne area benefit from the personal care and attention of Boerne Home Inspector Jim Wiley. Experience this service for yourself - give Rockway Home Inspections a call to discover why it has become Boerne's first choice.

"We have been serving Boerne for many years and understand the needs of our Boerne customers," says primary home inspector Zibby Swieca. "Our mission is to provide buyers with all the information they need to properly negotiate the purchase of their home, thus minimizing confusion and anxiety during the home buying process."

## **Exemplary service at affordable prices**

Rockway Home Inspections provides clients with high-quality, reliable service, rapid turnaround times and comprehensive reports at affordable prices. Sufficient time is scheduled for a detailed review and explanation of findings and observations. Clients are strongly encouraged to accompany the inspector during the inspection process and to ask questions and voice their concerns.

Call Zibby Swieca at Rockway Home Inspections today at 210-343-0633 for a Boerne Home Inspection quote or to schedule a home inspection for your new or existing home.