



June 21, 2016

Leslie Prichard, Program Manager
Contact Wireless
9016 Washington St. NE, Suite A
Albuquerque, NM 87113

Dear Leslie,

Purgatory Resort would like to let you know just how pleased we are with the group texting service through Contact Wireless. From childcare and ski school to janitorial services, the texting service has changed the way Purgatory communicates with its customers and staff!

Our guests enjoy the ease of communication with Purgatory staff that this program affords, especially with one of our busiest departments, Childcare. Parents are able to check in on their kids or coordinate a schedule change easily and with minimal disruption. Likewise, the Purgatory staff appreciates the ability to quickly communicate with parents throughout the day when issues or schedule changes arise...or when they just want to share a picture of a kiddo's first successful run on the bunny slopes!

The group text service has also improved the way we communicate internally with our staff...especially in our Snowsports School. In fact, we can't remember how we ever operated without it! When our winter season is in full swing, last minute lesson scheduling is the norm. We rely on the group text service to find and assign available instructors to our group and private lessons. It has greatly increased our efficiency in this department and allows us to quickly accommodate our customers. As a result, we have been booking more lessons than ever!

Guests also appreciate the ability to send a text when they notice that the restrooms need attention. This is a huge help to our janitorial department and makes it easy for them to stay on top of things, especially during peak holiday periods. Simply having the signage that the texting service is available sends a message that we care about guest satisfaction at our Resort.

We thank Contact Wireless for designing this program to meet our Resort's specific needs. It continues to increase the efficiencies in departments across the resort and allows us to offer superior service to our customers.

Sincerely,

Gary S. Derck
CEO
Purgatory Resort