



Connecting to your guests

Communications solutions for the hospitality industry



Whether you are a large hotel in a metro area, a countryside inn, or an assisted living facility for senior citizens, the right communications solution is necessary for providing your guests with the accommodations they expect. Wakeup calls, automated checkout options, in-room voicemail—these are the customer service tools that keep guests coming back. Avaya has them all—a portfolio of communications solutions for the hospitality industry that are cost-effective, reliable and easy to use.

The hospitality challenge

Making each of your guests feel at home, at ease, and pampered are just a few of the daily challenges in the

hospitality industry. Creating this welcoming environment begins the moment a customer contacts you—whether on the phone, online, or at the front desk—and plays a role in every interaction from ordering room service to scheduling a wakeup call.

Keeping every guest contented at all times is no easy task. From a communications perspective, any property

with a large number of guests is notoriously complex. Add to this that every guest has different needs—from business travelers staying one night to families on week-long vacations. In environments like these, communications are critical. For managing large operations and the needs of a wide range of people, your system needs to be easy to use while also full of features and functionality. Avaya is ready with a large portfolio of solutions that support applications specifically designed for the hospitality industry.

Delivering “the best”

When people stay with you, they expect the best—whether valet service, soft pillows, wakeup calls or a fast checkout. Providing guests with the convenience they demand 24/7/365 is all about communications:

Personalization. When your top customers call, can you recognize them by name? Can you automatically view their account and customer records? Personalizing relationships with your guests is important in creating an environment that caters to





their needs, which adds up to customer loyalty and repeat business.

Convenience. Can your guests get questions answered quickly and have access to fast, efficient check-in and checkout options? Can they place an outgoing call, check their messages or request an extra blanket with the push of a button? Convenient and simple communications are essential for ensuring your guests that you are readily receptive to their every need.

Guest services. Do you offer your guests all the services they want? Can they schedule wakeup calls and receive incoming calls after hours? How about hotline service for courtesies phones? Or high-speed data access for business travelers? Communications services are an essential part of pampering today's guests.

Meeting guests' needs on the phone

Many of your interactions with your guests will occur over the phone. You need a system you can rely on to help you make a strong impression every time. Calls that go unanswered, or are not answered with a prompt, courteous response, will eventually cost you customers, reservations and revenue.

Avaya solutions deliver an array of call handling capabilities to meet any need and fit any budget.

- Auto attendants with clear menu options and enhanced interactive voice response
- Hunt groups for routing calls to someone who is ready to be of service—concierge, reservations, management, housekeeping, etc.
- Automated options for giving directions, sending faxes, and making reservations over the phone



Messaging

Guest residences can greatly improve services through a hospitality messaging system. In-room voicemail solutions allow guests to receive messages when they're away from their rooms or simply don't wish to answer, and recover them at their leisure. Message waiting lights ensure immediate notification. Offering guests a choice of advanced messaging options can help them feel more at home, or like they're at the office. Hospitality messaging applications can also be linked to management functions—like call accounting—saving time and money.

Convenient guest services

Whether on business or pleasure, all guests today appreciate speed and efficiency when it comes to service. Simple phone access to the front desk, the concierge, room service, or housekeeping; accelerated check-in and checkout; wakeup calls; and Internet access are just some of the services today's guests expect. Automating these services—including check-in/checkout features, scheduling wakeup calls and billing information—can provide guests with even more of the convenience they demand, while relieving your staff of many routine procedures.

Property management

The right communications management tools can help simplify administration and contain costs. For example, manage guest information—arrival and departure information, check-in/checkout status, room clean status, billing information, and more—across a single system. Track call activity to and from your property, such as extension usage and numbers dialed from rooms or house phones, or track call activity in reservation groups. Even track the effectiveness of marketing and advertising campaigns.

- Inbound “screen pops” through computer telephone integration (CTI) that display caller information and history the moment a call is received
- Call coverage options to reduce bottlenecks during heavy calling periods and help ensure that every call is answered properly
- Call center capabilities for as many as 75 agents with comprehensive reporting and management capabilities

staff. In addition, built-in features for call accounting, call routing and call restrictions will help you keep costs down and control how your communications system is being used day and night.

You may have the best prices and the best amenities, but your profitability depends on delivering an experience that will attract and retain guests. Your communications system can help with 24-hour call coverage, voice response capabilities, wakeup call scheduling, automated check-in/checkout, simplified guest messaging, room move features and more.

With features that enable you to deliver a first-class guest experience, you can make the most of your establishment’s potential.

The right communications solution—a return on your investment

Your communications system represents a significant capital investment—realizing a rapid return on that investment is imperative.

The call routing, automated attendant and messaging capabilities that are part of Avaya solutions will help you achieve measurable results—reducing hold times and handling higher volumes without increasing

Avaya solutions meet your needs today & tomorrow

Today, the most important development in communications that will affect the hospitality industry is the growing trend to “converge” voice, data and Internet communications in one, integrated system.



Call handling

How you handle each call is just as important as making sure each bed is made. And because the front desk is the hub of guest relations, equipping front desk personnel with tools they need to please every caller is critical. You can program the front desk console to display the names of guests calling and to show at a glance which guests have messages waiting, room status, and more. During times of high volume, you can use an auto attendant with enhanced speech recognition options to deliver fast, friendly service. Today’s speech enabled auto attendants can even account for accents, hard-to-pronounce names and words in multiple languages—helping you extend your hospitality to callers worldwide.

Call accounting and billing

With all the phones being used on a daily basis, it’s important to monitor and control their use. Hospitality call accounting allows you to restrict guest phones when a predetermined deposit is exceeded, or when the room needs cleaning or is vacant (emergency calls are still permitted). Management can track calls made from specific rooms or accounts, and generate billing reports for guests. With today’s advanced tracking solutions, the front desk can print out a complete bill that includes room charges, telephone calls, dining, drinks, and other services, and at the same time restrict the phone and clear out the voicemail box.

Moving around the premises

In the hospitality industry, many employees do not sit at a desk all day. Personnel are constantly moving from room to room and about the grounds, playing a vital role in daily operations and upkeep. But one missed call can mean an unhappy guest. With wireless and call following solutions, everyone can be easily located. For example, maintenance and housekeeping personnel can be assigned to a floating extension that can be logged into any phone where they are working.

Convergence opens the door to a wide range of benefits. For example, you can consolidate all of your communications on one Internet Protocol (IP) network connection and save money. And you can take advantage of the ability to make calls over a managed Internet service, reducing your calling costs—especially long distance calls to guests or other locations. A converged system also reduces administration costs—phones in IP-based systems can be added and moved much more easily.

Avaya solutions are specifically designed to deliver all the benefits of converged communications, while letting you grow into convergence at your own pace.

Why Avaya?

Every Avaya solution is poised to address the pressing needs of the hospitality industry and deliver a real and positive impact on your bottom line. Whether you're a small inn, branch location, or a division of a large corporation, Avaya provides the utmost flexibility for your growing establishment. All of our solutions offer you:

Ease of use. Through the years of creating communications systems used throughout the world, Avaya has focused on making solutions easy to use. All Avaya solutions are designed to be simple and intuitive, reducing the learning curve for guests and staff.

Reliability. Avaya solutions are backed by warranties and maintenance agreements. Backup and diagnostic capabilities minimize business disruption.

Investment protection. Avaya solutions are designed to integrate with your existing communications infrastructure, support non-Avaya products, and complement other Avaya products, to leverage investments and provide cost-effective upgrade-ability.

Quick start-up. Avaya solutions are easy to install and implement, allowing for quicker realization of customer service and cost benefits. Reusing existing equipment also shortens training time for staff.


More standard features. Avaya solutions come with more of the features you need built-in—Caller ID, call routing, call accounting, call restrictions—enhancing their value and reducing costs down the road.

Ready for the future of communications. Every Avaya solution is designed to help your business take advantage of advanced communications capabilities, from support for DSL and T1 to cost-saving IP telephony.

You can rely on Avaya

For more information about how Avaya solutions for the hospitality industry can benefit your business, contact your Avaya Client Executive or authorized BusinessPartner today or visit us at www.avaya.com

Note: Some feature functionality for this offer is supplied by the Avaya DeveloperConnection Program members, at www.devconnectprogram.com

<p>About Avaya</p> <p>Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.</p>	<p>Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications—and distinguished by comprehensive worldwide services—Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.</p>		
IP Telephony	Contact Centers	Unified Communication	Services

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