



# Communications Solutions for Hotels/Motels

Use your communications to attract more business and offer new revenue-producing services—Avaya makes it easy with the IP Office communications system.

It's designed with the communications capabilities you need to sell more rooms and deliver the personal service that builds customer loyalty. And by streamlining communications, it lowers your overhead.



## The new guest experience

The secret to success in the hospitality industry has never changed: attract more guests and keep them coming back.

Price, quality, efficiency and extra amenities all make a difference. And so, increasingly, does the quality of your communications system.

Particularly for the seasoned business traveler, how well you handle communications is another way to stand out in the marketplace by delivering an enhanced guest experience.

Ask yourself—are you using your communications system to

- Simplify booking and registration, personalizing service for repeat customers
- Quickly and easily connecting to any member of your staff, anywhere on your premises, to speed guest services
- Provide enhanced communications capabilities, such as meet-me conferencing calls, that are ideally suited for business travelers

Avaya works with hospitality groups around the world to help them use communications to differentiate their properties in today's expanding, competitive marketplace.

Let us show you what the Avaya IP Office system can do for you.

Learn More About Avaya IP Office:

- ▶ Watch a Demo
- ▶ Calculate Your ROI in 5 Minutes
- ▶ See Customer Stories

Go to [avaya.com/small](http://avaya.com/small)

# Simplifying reservations—and much more!



**Streamlining reservations:** Handling reservations right is the first step toward creating the ideal customer experience. From the moment a guest calls, your service needs to be fast, accurate and efficient and as personal as possible. Avaya IP Office will help make it happen by delivering

- Call routing capabilities that minimize hold times, quickly delivering guest calls even during peak periods.
- Point-and-click call management that enables reservation agents to easily handle calls via an on-screen interface while also checking room inventory, reservations records and other information.
- Programming your IP Office system to instantly recognize repeat customers – providing the personal touch that drives customer loyalty.

**Sharing reservation resources:** If you have multiple properties, Avaya IP Office makes it easy to pool call handling resources to

enable shorter hold times and more qualified agents handling the calls. Also share your messaging system and company directory across locations.

**Home agents:** Because it is an IP-based system, you can have people working from any location—including their own homes—with all the call handling capabilities they need, and still be centrally managed. It's a cost-effective way to take advantage of qualified people for short periods of time.

**Easy reachability:** Do your staff people who don't work in a fixed location rely on a mobile phone to stay in touch? Do they ever give out their personal mobile phone numbers to customers or vendors? Doing so raises a host of issues: confusion with vendors and customers, security issues and the potential for real problems during a crisis when having the correct reach number is vital. With Avaya IP Office, everyone on your staff who uses a mobile phone can give out one number—your main number and their individual extension—and IP Office automatically routes any incoming

call to their mobile, desk phone, even (if appropriate) their home phone. There's no question about which number to use. Staff can be instantly reached by guests. In addition, voice mails can be instantly forwarded to anyone on your staff as an e-mail and retrieved on a mobile device.

**Making it easy to get information:** With Avaya IP Office you can easily implement automated services including wake-up calls, reservation reminders, information on hotel services, local attractions, etc.

**Conference calls:** Providing guests with “communications amenities” such as wireless Internet access is a great way to appeal to communications-savvy travelers. Now you can offer another service: conference calling. Avaya IP Office comes with two built-in 64-party conference bridges—completely eliminating the need for outside services and providing you with a new amenity or revenue-producing service.

**Simple, low cost administration:** IP Office takes the hassle out of reconfiguring your communications system to keep up with staff changes or to add or relocate phones and other devices. If a member of your staff leaves, or you want to set up communications on another device or in another location (including a home office), just plug in and power on—IP Office automatically reads the IP address of the device. If you have multiple locations, you can also easily manage all systems from a single Windows-based interface (no travel costs).

# Flexible Options for Hospitality

## Essential Edition



*“I just need basic communications.”*

Help keep your costs down and get all the essential call handling capabilities—IP Office Essential Edition is the perfect communications starter kit for any hospitality organization.

**What's Included:** All the “must haves” your property needs (call routing, Caller ID, hold/conference/transfer, voice mail) plus a great selection of Avaya phones.

When you are ready, move up to the Preferred Edition.

## Preferred Edition



*“I want to make my people more responsive and professional.”*

Get the communications capabilities that will give you a competitive edge...as well as the built-in capacity you need to keep growing.

**What's Included:** Ten times more call handling and voice messaging capacity than Essential Edition plus automated service prompts (wait time, promotions, etc.) as well as call recording for keeping tabs on how well customers are being handled on the phone.

## Advanced Edition



*“Give me the tools to serve customers more effectively.”*

The Advanced Edition is the right choice for any hospitality group that is focused on the quality of its customer service. You get everything in the Preferred Edition plus powerful tools for managing your sales/service center.

**What's Included:** Automated self-service options—for providing directions, room status and more. Automated service alerts that let you know when service thresholds (i.e., wait times, calls on hold) have been exceeded. Advanced call recording options you can use to identify problems.

## ACCOMMODATES YOUR CHOICE OF DEVICES

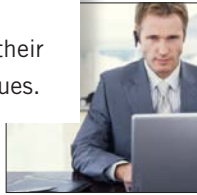
IP Office has the ability to work with IP, digital, analog, SIP or wireless technologies. Use the devices you want, wherever you need them.



# Productivity Solutions For All Your Employees

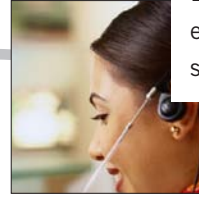
## ▶ POWER USER

Give your executives and managers— anyone using a laptop—the communications tools to maximize their accessibility and quickly resolve issues.



## ▶ RECEPTIONIST

Equip your front desk personnel with easy point-and-click call controls that streamline call handling.



## ▶ MOBILE WORKER

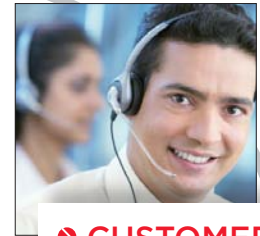
Keep your employees who are moving around in touch at all times and ready to address guest issues.



## IP Office User Productivity Solutions— Power to Your People

## ▶ CUSTOMER SERVICE AGENT

Equip your call center with the tools to provide prompt, accurate, personal service.



## ▶ OFFICE WORKER

Give anyone using a PC a complete set of tools to help them work smarter and communicate more easily.



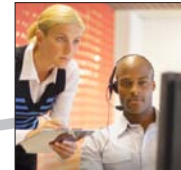
## ▶ TELEWORKER

Make any home office a remote extension of your reservations center.



## ▶ CUSTOMER SERVICE SUPERVISOR

Get the reports to judge your marketing campaigns and how well sales and service calls are being handled.



## About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit [www.avaya.com](http://www.avaya.com).

# AVAYA

The Power of We™