



The Power of We™

## Smartphone based Hospitality Application

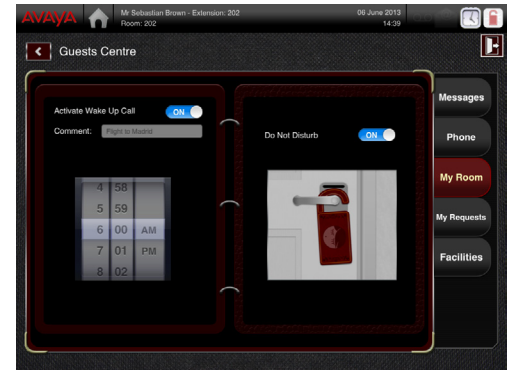
Customer service is a top priority for every business, but in the hospitality industry it's not just the superior service that matters, it's creating a memorable customer experience that makes you stand out in the marketplace. Every guest touch point can be a make-or-break experience, an opportunity to win or lose the repeat business that drives bottom-line performance.

Creating a memorable guest experience with mobile personalized services

### Thinking out-of-the box with guest-centric communications

Now, hospitality executives are discovering how to use guest-centric communications services to differentiate their properties in today's expanding, competitive marketplace. Thinking strategically about guest communications capabilities, such as in-room information, can create new opportunities for enhanced guest experiences and business benefits, including:

- providing your guests with immediate access to your latest offerings, facilities and promotions, while keeping the speed and cost of updating in-room information down
- reducing the number of service touch-points required to fulfill frequently requested items such as extra towels or extra pillows
- upselling the facilities within your property and surrounding vicinity for additional revenue



### Create memorable services with tablet and smartphone-based hospitality applications

Designed to cater to your VIP guests, the Avaya suite of hospitality applications can turn your in-room telephone into a revenue generating device and self-service solution for your property. You can further customize to enhance your guest experience, increase your hotel's brand visibility and improve business automation through direct interaction with your hotel back-end system.

### Easy, flexible content management

**Avaya Content Manager** is a web-based module which enables your hotel to easily update and self-manage the information to be displayed on the tablet or smartphone.

We make it simple and easy add a new advertisement or telephone button, whenever it is required. No more waiting for guest materials to be printed and updated then distributed to every room. Information is updated and pushed to the phones in an instant.

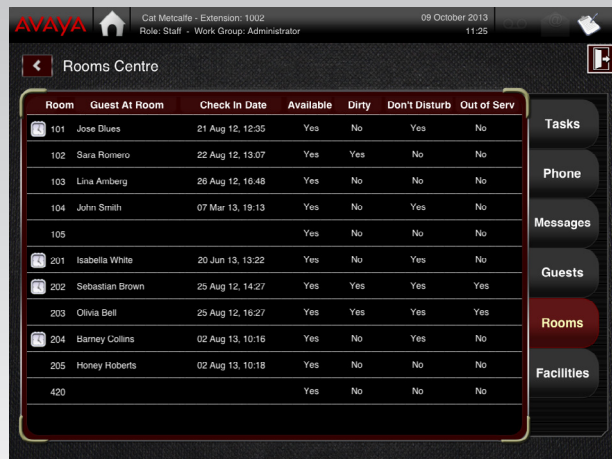
The collected guest information also provides your hotel with additional intelligence about guests and their preferences, which in turn enables you to personalize and anticipate the needs of your guests for their future stays.

As the property and guests' needs continue to evolve, Avaya will be there to support your hotel to provide further enhancements to your applications.

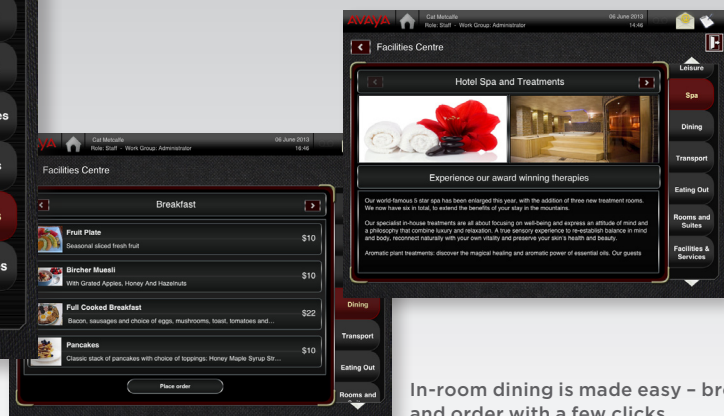
Avaya Hospitality Solutions	
Applications	Features and Benefits
<b>Hotel Information and Concierge Applications</b>	Replaces the in-room printed guest information. Highlights the facilities on your property, such as spa, restaurants, gym, and other amenities in the area. This information can be easily updated with the latest graphics, videos or text as often as necessary.
<b>Frequently Requested Items</b>	With a simple touch of the screen, guests are able to ask for 'frequently requested items' (such as, extra towel, bottled water, extra pillows) without a call to housekeeping. The request is made through the application on the tablet or smartphone, automatically processed and dispatched to the hotel staff, then fulfilled. This also helps to lower operational costs by reducing the number of calls that must be processed.
<b>Wake Up Call</b>	Guest can easily set their own 'wake up' calls.
<b>Do Not Disturb</b>	Use the tablet or smartphone to set or unset 'do not disturb'.
<b>Order In-Room Dining</b>	Browse, select and order room service items on the tablet or smartphone, removing the need for in-room breakfast tags.
<b>Dynamic Info Services*</b>	Access to weather, international time, flight arrival and departure information.
<b>Advertising</b>	Advertise your own hotel special offers or those of local businesses.
<b>Messaging</b>	Send specific instant messages to selected hotel staff groups or conference groups.
<b>Staff Applications</b>	Enhance and improve productivity of the hotel employees. <ul style="list-style-type: none"> <li>Housekeeping staff can submit minibar inventory updates and room status updates using a tablet or smartphone (no more memorizing item codes).</li> <li>"Presence" feature shows availability of staff.</li> <li>Fully integrated task management with group based prioritization, escalation and reporting.</li> <li>Phone and instant messaging available for a mobile workforce.</li> </ul>
<b>Personalization and Loyalty*</b>	Enhance guest experiences with personalization features such as: guest language preference, guest name display, guest speed-dial/contact lists, hotel logo or phone user interface.

## Making a difference with integrated communications

Hospitality applications designed with your guest in mind.



Hotel staff uses this app to manage tasks, or respond to guest requests.



In-room dining is made easy – browse and order with a few clicks

## Delighting Your Guest

John, a frequent business traveler, has just checked into the hotel.

In his hotel room, an in-room tablet with Avaya Guest Assist loaded on it provides useful interactive information in John's preferred language. He can use the in-room tablet or download the Guest Assist app to his own smart phone.

He orders his coffee and light snacks using the in-room dining menu on the Guest Assist app. His order arrives,

providing him with the "just in time" refreshment he needs before engaging in important business phone calls. Using his Guest Assist app, he sets "do not disturb", \*alters the room temperature and gets on with his work.

Later John decides to take a break and explore the city. Using the Guest Assist app he sends an urgent IM to the concierge to order a taxi. He then browses through areas of local interest on his Guest Assist app and is pleasantly surprised to find useful information about the restaurants and

attractions in the hotel vicinity. He finds a restaurant and makes a reservation by simply pressing the click to call button within the Guest Assist app.

In the meantime, John receives an IM from the hotel concierge to advise his taxi will be available in 5 minutes.

Before leaving his room, he clicks on the Services tab on the Guest Assist app and taps the laundry services button to arrange pick-up of his suit.



## Learn More

To learn more about Avaya Hospitality Applications and Avaya Client Services, contact your Avaya Account Manager or Avaya Authorized Partner. You can also visit us on [www.avaya.com](http://www.avaya.com).

## About Avaya

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

