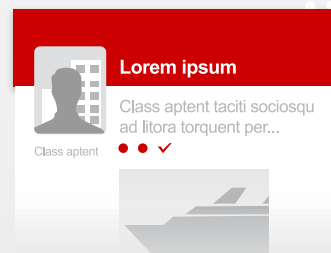


Delivering a Personalized Guest Experience
and Improving Hotel Performance

80%

of U.S. online travelers
are active on social
networks.²



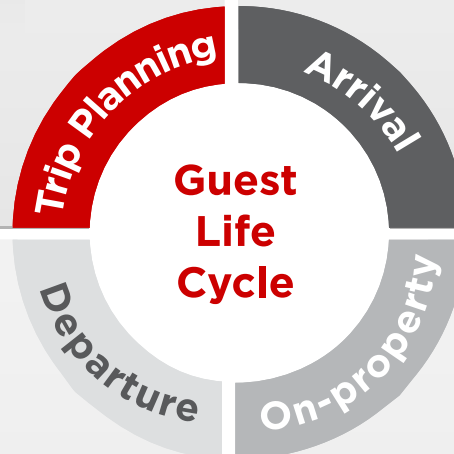
Send personalized thank-you notes, hotel bills,
and promotions to guests' devices.

74%

cite impersonal
treatment during their
stay as a top peeve.³



Know your guests' preferences, so you can
greet them with a personal touch.



98%

share positive hotel
experiences with
friends and family.³



Connect with guests as they search the Internet and
read blogs and reviews.

#1

top gripe for hotel
guests: lack of Internet
access.⁴



Cater to guests' specific needs with fast WiFi and apps
to access hotel amenities.

“ Customer engagement technologies are
contributing to guest loyalty, differentiation,
competitive advantage, and bottom line. ”¹

1. Tech in Hospitality.
2. Phocuswright.com/socialmedia.
3. Experience Radar 2012, PWC.
4. "2013 North America Hotel Guest Satisfaction Index Study," J.D. Power.

About Avaya

Companies of all sizes depend on Avaya for unified communications solutions and technology that improve collaboration. Our people-centric solutions integrate voice, video and data, enabling users to communicate and collaborate in real time, in the mode best suited to each interaction. This eliminates inefficiencies in communications to make organizations more productive and responsive.

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