



Positioning Paper

Unified Communications for Hospitality: Creating an Unforgettable Guest Experience

Today's Hyperconnected traveler is accustomed to getting anytime, anywhere access to information and services — which makes meeting her every need all the more important at your hotel. Being able to anticipate and exceed the requirements of this visitor not only demands that you offer instant self-service amenities, but that you also equip a mobile staff

to respond quickly and accurately to service requests by reaching the right resources at the right time. Unified communications represent an unprecedented opportunity to streamline communications across the board and enrich the entire guest experience with improved service times, personalized assistance and quality communications. Guests can

enjoy ubiquitous access to excellent service while management, concierges and staff can have secure, anytime access to the information and resources they need to best perform their jobs. With a unified communications system that integrates all communications tools into a single interface, your guests and your staff can enjoy the flexibility to communicate by voice, email, voicemail, instant message or even video.

The Guest Experience Re-imagined

In the highly competitive hospitality market, meeting and exceeding guest expectations is critical to ensuring guest satisfaction and loyalty. Implementing unified communications helps ensure that your guests feel delighted with every single aspect of their experience — and delivers services they won't even anticipate! For example, if a client hosting a meeting at your hotel realizes that the meeting will break earlier than planned, he can use his hotel-provided VoWLAN phone to contact banquet services and notify them that the group will arrive early for lunch.



In addition, unified communications makes customized experiences available simply. For instance, guest-room phones can serve as gateways to personalized information (based on recorded preferences) about tours and events within your hotel or local attractions. Unified communications also enable high-end enhancements such as a virtual butler service that takes advantage of mobile handsets to offer “on-call” personalized staff for VIPs, allowing guests to receive immediate service regardless of their location on the premises. Each of these improvements elevates the visitor’s impression of your hotel, making it a special place to which he or she will return again and again.

If You’ve Got It, Flaunt It (and Cash in)

In addition to helping make your guests’ stays unforgettable, unified communications increase revenue by making it easy for guests to avail themselves of your fine amenities.

A click-to-call TV menu can enable guests to order directly from your hotel’s restaurant or room service, while customized promotions on in-room LCD phone displays can inform them of spa services and special gift shop offerings. No matter what your guests’ preferences, you can personalize these displays to anticipate their every desire.

Furthermore, unified communications

can provide guests with location-specific and/or property-wide wireless coverage, further enhancing the list of amenities they can enjoy. Unified communications help you market pre-existing sources of guest satisfaction — and revenue.

The Tightest Ship on Land

In order to provide the ultimate guest experience, your staff must be constantly available not only to patrons, but to each other. By facilitating this seamless, behind-the-scenes dialogue, unified communications enable mobile contact between your front desk, housekeeping, room service, maintenance and management

Case Study: Luxury Resort Communications

A new elite luxury resort in the Caribbean approached Nortel with the objective of being able to anticipate, meet and exceed customer expectations – to set the standard for the ultimate guest experience. The resort’s leadership understood that the property needed to be equipped with a top-shelf communications system in order to deliver the most excellent, advanced guest services and compete with other top-tier destinations around the world. To this end, management wanted to build a core infrastructure that would both meet the resort’s current communications requirements and position it to add new services and applications as they are developed.

The resort was initially interested in deploying a Nortel IP solution because it could be easily integrated with the pre-installed network, thus ensuring the same high level of service throughout the entire resort. Cost was also a deciding factor: The system would save on infrastructure and maintenance costs and lower operational costs through higher staff productivity and a simplified management environment. But the primary driver behind this deployment was the wealth of services and flexibility that an IP solution offered.

The hotel enhanced convenience by leveraging wireless LAN technology, supporting mobile voice over IP (VoIP) handsets used by both guests and staff, thus allowing for more timely and accurate service. Guests can use a “Personal Butler” service to message staff through mobile handsets anywhere on the property. The implementation of an IP WLAN also makes accommodating large groups easy; there’s no need to run new wires to add new phones because staff can simply increase the port capacity.

Next, by implementing VoIP, management created new marketing venues by presenting property-specific content on elevator wall screens and in-room phone displays. Through these media, guests have access to more information about facilities and events around the resort. With one quick click, a guest in her room can be connected to an in-house contact center agent who can book a tour, reserve a table at a restaurant (that the guest saw advertised on a screen) or book a table in the hotel casino.

Finally, the resort is adding ordering systems and virtual concierge services to help guests not only stay informed about luxury services but also take the next step and purchase services from the convenience of their rooms. With a unified communications solution from Nortel, this customer was able to create new revenue opportunities while delighting customers.



departments. For example, a bellhop delivering luggage to the 21st floor can receive notification via PDA that a guest on the 20th floor is about to depart, enabling him to save time and pick up the luggage on his way back to the lobby. A comprehensive contact center facilitates this kind of enhancement and significantly lowers ongoing overhead fees devoured by separate landline, cable and Internet providers and multi-vendor devices. Even more, a technology called “Presence” offers real-time information about the status of staff. Using Presence, a manager can provide information to staff via PDA on how best to communicate with him during busy times — by text, voice or instant message. These real-time communications capabilities close the gap between task orders and task executions. And that closed gap is what makes your operation efficient and productive — the tightest ship on land.

Nortel Unified Communications Solutions for Hospitality: Book Now

Because every hospitality provider offers something different, Nortel customizes solutions to meet every business’ unique needs. Nortel offers a comprehensive portfolio of on-premise and service-provider-hosted unified communications solutions addressing the needs of both large enterprises and small-to-medium businesses. Whether your business is a small local gem or a large global chain, Nortel’s solutions can help streamline your communications to improve the guest experience. These solutions can be integrated into existing network environments, eliminating the cost of replacing current systems and processes.

Gartner — a leading provider of research and analysis on the global information technology industry — has positioned Nortel in the

leader’s quadrant of its Unified Communications Magic Quadrant report, published August 20, 2007.

Through alliances with world-class enterprise software developers including Microsoft and IBM, Nortel is delivering unified communications with value propositions that offer significant benefits to the hospitality industry. For more information on unified communications solutions or to get started planning your network transformation, visit www.nortel.com/uc or www.nortel.com/hospitality.

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