

ENRICHING THE HOSPITALITY EXPERIENCE

With the depressed economy, fewer people are traveling for pleasure which drives competition among existing properties to new levels. Hotels are striving to differentiate themselves amongst their competitors in an attempt to grab a higher share of available travelers. Targeting the guest experience, hotels are looking for ways to improve accessing information on property services and nearby attractions. By providing an intuitive, rich experience to the room phone, the hotel can improve its messaging and delivery of hotel services to each guest.

Solving this challenge will benefit the company in the following ways:

- ◆ Guests will have a richer experience and be more likely to return in the future, helping the hotel to retain its guest loyalty.
- ◆ The hotel will have the ability to dynamically control what in-hotel services or affiliated local attractions it advertises to its guests, driving revenue from high margin options.
- ◆ The hotel will be able to stay with its green initiative by not having to print the typical hotel binder found in each room and reprint when there are changes.
- ◆ By offering services through a dynamic, always-on display, the hotel can more effectively gain the attention of its guests and receive a higher percentage of the traveler's spending dollars.



THE SOLUTION

- ◆ An IP phone in each guest room displays offerings from the in-hotel restaurant, spa, business center, golf club, nearby attractions, or other revenue generating ventures.
- ◆ The guest touches the screen of the IP phone and a group of icons appear, providing access to hotel services such as the front desk, room service, bell stand, restaurant, spa, golf club, local attractions, etc.
- ◆ The guest touches an icon on the screen and pertinent options are offered via the screen of the IP phone
 - ◆ Selecting Front Desk displays check-in/out times, monetary exchange rates, wake-up calls, etc.
 - ◆ Selecting Room Service displays options for cleaning, towels, iron, hair dryer, bed turn-down, etc.
 - ◆ Selecting Bell Stand displays option for a bellman, valet parking service, taxi service, etc.
 - ◆ Selecting In-Hotel Restaurant displays operating hours, menu options, reservations, etc.
 - ◆ Selecting Spa displays operating hours, services provided, reservations, etc.
 - ◆ Selecting Golf Club displays operating hours and rates, tee time reservations, course layout, etc.
 - ◆ Selecting Local Attractions displays brief information on venues, ticket prices, locations, etc.
- ◆ Soft keys are provided throughout the screens that provide the option to return to the previous screen, dial to connect to the highlighted in-hotel service, or local venue, etc.

