



The Power of We™

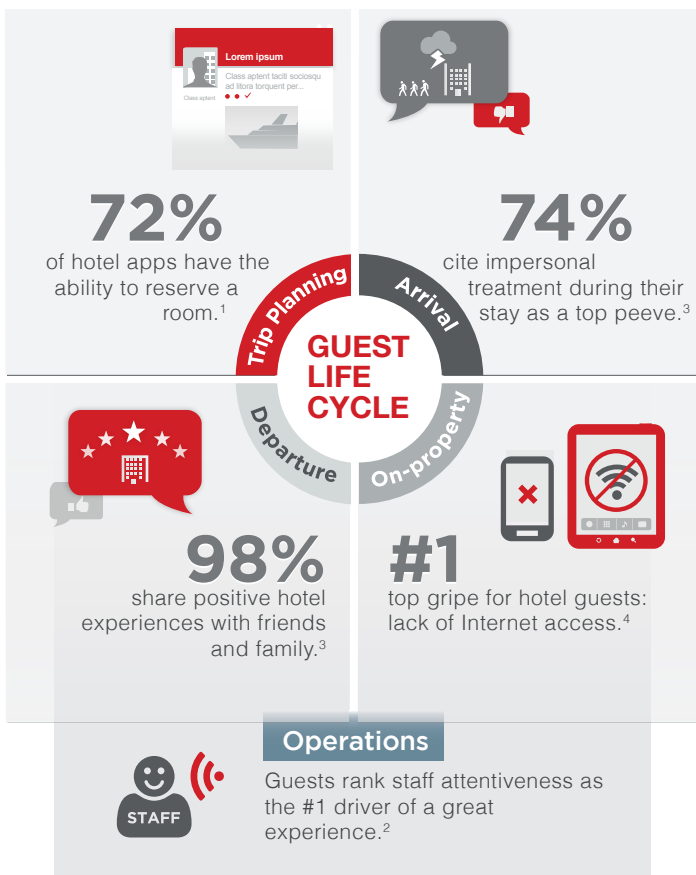
AVAYA TREND ADVISOR

NEXT-GEN SOLUTIONS FOR HOSPITALITY CHALLENGES



HOW TO CREATE THE CONNECTED GUEST EXPERIENCE — AND WHY YOU NEED TO

Whether traveling for business or pleasure, today's guests expect more from their stay than fresh towels and a comfortable bed. In this Trend Advisor, we'll review the challenges now facing the hospitality industry and explore ways that new customer engagement technologies can deliver personalized experiences at every stage of the guest cycle—while improving business performance and the bottom line.



CHANGING EXPECTATIONS ARE CREATING NEW OPPORTUNITIES WORLDWIDE

What do today's guests want? The days when clean sheets and a well-stocked minibar made for a successful stay are long gone—and in-room phone charges, pay-per-view TV, and WiFi access can no longer be counted on as reliable revenue streams.

Now, hospitality enterprises need to be prepared to meet new guest expectations. Consider these activities that have become typical for business travelers and vacationers alike:

Trip planning

- Using online tools and mobile apps to search for accommodations and compare prices
- Taking virtual tours of properties
- Reserving a room online

Arrival

- Checking in via mobile device and having personal needs met

On-property

- Using the property's free WiFi to access the Internet, email, and entertainment
- Bypassing the in-room phone and using a mobile device to make phone calls, search for information, and make plans (e.g., dinner reservations, tickets to local attractions)
- Conducting business virtually through online conferencing and other tools
- Demanding instant, effective responses to requests and problems

Departure

- Sharing travel experiences on social media

From comfort-level properties to five-star luxury resorts, businesses that want to thrive in this new world must embrace the always-on, highly mobile guest of today. Just as smartphones and GPS units have transformed the way we live and work, new customer engagement technologies can help create a new kind of guest experience: personalized, connected, enjoyable, and memorable.

Let's take a look at some of the new communications solutions that can help give guests what they want at every stage of the guest cycle. The rewards can be truly impressive: increased customer satisfaction, more repeat visits, and higher revenue.

TOP HOSPITALITY CHALLENGES

In an increasingly competitive and crowded marketplace, the hospitality industry needs new ways to:

- Attract and retain guests and drive customer loyalty
- Increase revenue
- Reduce costs
- Improve performance

1. TRIP PLANNING

Challenge: Attract and retain guests.

Travelers today have many options for accommodations at all price points. What makes one property stand out from the rest? It can begin by making it easy and convenient to plan a trip on the property website from a traveler's mobile app—and offering potential guests a special offer to help drive the decision.

Just as online shopping is now as natural to consumers as ordering takeout, guests today want the ability to use a computer or mobile device to explore a property's amenities, rates, and local attractions, then reserve the room of their choice. They also expect a confirmation by their choice of email or text, and even travel reminders and weather updates as their arrival date draws near.

The beginning of the guest cycle offers an ideal—and cost-effective—opportunity to differentiate a property's brand by serving up extras via the Web, email, mobile apps, and text messaging. These can include timely news about local attractions, upcoming events (personalized based on each guest's profile), and offers from local businesses (ad space that can also be a potential revenue source for your business).

Of course, sometimes guests appreciate the human touch. From a live chat feature on the property website to a contact center equipped with real-time collaboration

capabilities and instant access to a complete record of each previous interaction, unified communications technology enables staff to make a personal connection with guests before they even walk through the door.

When a property can deliver an enjoyable guest experience right from the start, it can attract more guests and increase the likelihood that they'll make repeat visits in the future.

2. ARRIVAL

Challenge: Increase revenue and guest satisfaction while reducing costs.

Like everyone else, today's travelers want the freedom to work and play on their mobile devices anytime, anywhere. Successful hospitality enterprises know they need to accommodate them from the moment they arrive with mobility solutions that speed service, expand upselling and cross-selling opportunities, and increase guest satisfaction.

Consider a business traveler on a tight schedule. Providing him or her with the ability to quickly check in, request a toothbrush or razor, and receive personalized messages about local weather, events, property amenities, and more—all on his or her mobile device—can create a very positive impression. Add the convenience of a fast setup of in-room video conferencing for an emergency business meeting, and customer satisfaction will soar.

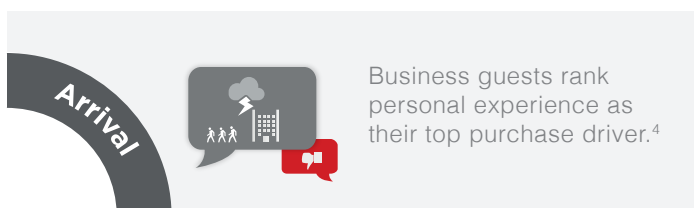
A family on vacation that chooses to check in the old-fashioned way can also have a connected, personalized experience when the front desk staff greet them with a friendly smile—and the ability to fulfill a special request quickly and easily. Whether guests need to get a crib, extra blankets, or dinner for a late-night arrival, customer experience management solutions can enable the front desk to alert staff wherever they may be, via their tablets or smartphones. Guest requests can be fulfilled by the time



22%
of U.S. travelers
active on social
networks use them to
look for travel deals.⁴

Trip Planning

they enter their room, and staff can instantly (and remotely) confirm when the task is complete, indicating their availability for new assignments.



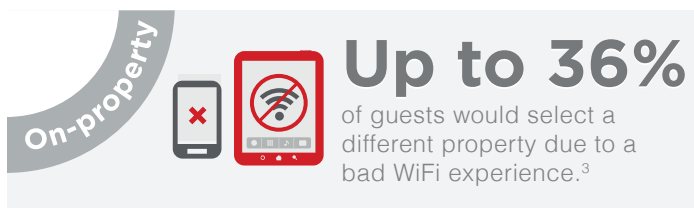
The result? **Increased guest satisfaction**, as well as **extra revenue** from services and amenities available to guests with the touch of a screen. This also helps **reduce mobile phone costs**. And when these capabilities are integrated with a property management system, the benefits are a **complete, seamless, and cost-effective** guest experience management solution.

3. ON-PROPERTY

Challenge: Improve performance.

Conference room rentals can account for a significant portion of a property's revenue stream. Which properties are meeting organizers choosing for future events? They are more likely to select venues that enable them to send targeted messages, agenda updates, and meeting room maps to attendees' mobile devices.

Properties in tune with their business guests' needs are using mobility solutions to extend the connected experience into meeting sessions. Now, apps allow speakers to administer polls and quizzes to participants on tablets and smartphones, then display the results immediately on everyone's screens.



The possibilities for enhancing the conference experience, and differentiating a property from the competition, also extend to guest rooms. For a truly unique VIP experience, an in-room tablet device can give conference attendees instant access to a property's services, staff, and latest promotions. Ordering room service, requesting more towels, viewing a restaurant's menu and making a dinner reservation... all of these can be as easy as swiping a screen and tapping a button. Staff is instantly alerted to guest requests on their own mobile devices, enabling them to

respond more quickly and efficiently. Employing these capabilities not only increases staff **productivity and performance**, but can also **boost revenue** from increased sales of fee-based amenities and advertising from local businesses.

This is the heart of the guest cycle. The best opportunity to deliver a truly memorable and enjoyable experience is when a guest is on site. Connectivity and collaboration solutions can differentiate a property in new and exciting ways and increase the likelihood of **repeat visits** and **increased business**.

4. DEPARTURE

Challenge: Drive customer loyalty.

The guest experience doesn't end at checkout. Guests will share their travel experiences—good and bad—with close friends, colleagues... and potentially thousands of people they're linked to through social networks and travel websites. Savvy property managers are proactively engaging with guests online and addressing their complaints at the speed of text, tweet, and Facebook post. They're using social media tools to ensure that guest concerns are addressed immediately, and turning potentially negative situations into valuable opportunities to boost their brand's reputation and encourage repeat visits.



How are they achieving this kind of success? With next-gen social media monitoring solutions that help protect their brand and drive customer loyalty. Staff are finding out what guests are saying about their experiences and engaging them proactively through their social networks—asking questions, soliciting feedback, and running promotions. The possibilities are almost endless, and the results can be measured in higher occupancy rates as well as increased likes and follows in social media.

Properties that continue the conversation with guests long after they've departed—for example, by sending updates, local highlights, and special offers using automated outbound communications solutions—are successful at keeping their brand top of mind as guests plan their next trips.

OPERATIONS

- Mobility solutions can free staff to respond to guests more efficiently.
- Scalable networking infrastructures can reduce IT and communications system costs.
- Hosted solutions can drive efficiencies across multiple properties.
- Mobile applications can keep property amenities at guests' fingertips and improve staff collaboration and customer service.
- Integrated property management systems can streamline operations.



Operations

Guests rank staff attentiveness as the #1 driver of a great experience.²

TODAY'S HOSPITALITY COMMUNICATIONS SOLUTIONS CAN HELP:

Increase guest satisfaction and loyalty, resulting in positive social media reviews and repeat visits.

Increase revenue through higher occupancy rates and new revenue streams, such as in-room advertising and sales of fee-based amenities and business services.

Reduce costs by enhancing network performance and eliminating the need to rip and replace current systems and applications.

Improve performance by enhancing staff productivity and efficiency.

Give today's guests what they want, and keep them coming back for more!



ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service, and competitiveness.

Visit avaya.com/hospitality for more information and resources for the hospitality industry.

Notes:

1. *Tech in Hospitality.*
2. PwC, "Experience Radar 2012."
3. J.D. Power, "2013 North America Hotel Guest Satisfaction Index Study."
4. Eugene Ko/FoCusWright, "How U.S. Travelers Use Social Media," August 2013.