

MITEL

Hospitality Solutions Portfolio Guide – Hotels and Motels



Americas and Asia-Pacific Regions



Challenge 1: Personalize the Guest Experience

Solution	Mitel Product(s) / Application(s)	Benefit(s)
Guest Services	<ul style="list-style-type: none"> Mitel 3300 IP Communications Platform (ICP) Mitel 5330 IP Phone Mitel 5340 IP Phone Mitel Cordless Handset HTML Toolkit Professional Services 	<ul style="list-style-type: none"> Deliver on guestroom IP phone displays content such as, the hotel directory (including on- and off-property services), event information, and more Leverage the full capabilities of the IP phones: utilize the HTML toolkit and off-the-shelf applications like Adobe® Dreamweaver® or Microsoft® FrontPage and create a unique guestroom interface Contact Mitel's Professional Services for customized developments, such as direct integration to databases (e.g., to book appointments at the spa or golf club) Offer mobility with high-quality audio via the Cordless Handset
Twinning	<ul style="list-style-type: none"> 3300 ICP Mitel SX-200 IP Communications Platform (ICP) SpectraLink Wireless Telephones 	<ul style="list-style-type: none"> Deliver reliable voice communications so guests can make and receive calls and access messages where coverage is provided on the property SpectraLink wireless phones twinned with guestroom phone provides instant notification of a call where coverage is provided on the property—essential for hotels located near hospitals / clinics where guests need to be in constant contact with the hospital Twinning can be done with IP / digital / analog guestroom phones
Personalized Voice Mail	<ul style="list-style-type: none"> 3300 ICP SX-200 ICP Embedded Messaging 	<ul style="list-style-type: none"> Allow extended-stay guests to personalize their voice mail—giving their clients flexible options to reach them (i.e., press "2" to reach me on my cell phone, press "7" to reach me by pager, press "4" to leave a message)
Wake-Up Greeting	<ul style="list-style-type: none"> 3300 ICP SX-200 ICP 	<ul style="list-style-type: none"> Enhance guest experience, and avoid awkward silence on wake-up calls, with a polite morning message (such as a manager greeting, or thank you for their visit) using the embedded recorded announcement device (RAD)
Guest Login Greeting	<ul style="list-style-type: none"> 3300 ICP SX-200 ICP 	<ul style="list-style-type: none"> Record for guests who login to their voice mail, a personalized greeting, customized to each property with embedded voice mail

Challenge 2: Increase Staff Efficiency / Retain Key Employees

Solution	Mitel Product(s) / Application(s)	Benefit(s)
Home Office	<ul style="list-style-type: none"> • 3300 ICP • SX-200 ICP • Mitel Teleworker Solution 	<ul style="list-style-type: none"> • Give the owner, office manager, or key employees the option to work from home with full office phone functionality, without long distance charges • Improve employee retention with a solution that meets their personal needs • Provide key guest and administrative services, even when employees getting to work are impacted by weather, travel conditions, etc. • Potential to create offsite services specific to the hotel and reuse the space for other revenue-generating opportunities
Auto Attendant with Multi-Language Support	<ul style="list-style-type: none"> • 3300 ICP • SX-200 ICP • Messaging Solutions • Mitel Intelligent Queue 	<ul style="list-style-type: none"> • Extend hours of operation to 24 / 7 / 365 so guests can access services on their own schedule without requiring additional staffing • Increase communications and service levels with multi-language capability • Enable staff to focus fully on customers in peak periods (such as check-in / check-out—a critical time for ensuring guests have a positive experience)
Mobility	<ul style="list-style-type: none"> • 3300 ICP • SX-200 ICP • Mitel Mobile Extension • Cordless Handset • Mitel Cordless Headset • SpectraLink Wireless Telephones 	<ul style="list-style-type: none"> • Provide staff with mobility by twinning back office phones, for example staff can be performing a security check on the property perimeter and still respond to requests. Use handset display to provide staff with guest name and room number (via CLID and CNID) increasing work efficiency, allowing for a swift service response, and improving the guest experience (using SpectraLink's wireless phones, where coverage is provided) • Reduce fees and enhance communications with SpectraLink "Push to Talk" feature (where coverage provided)—enabling maintenance and security staff to communicate effectively • Connect faster with Mobile Extension by giving key staff (managers, sales, catering, events, etc.) one number, which rings their desktop phone and cell phone simultaneously, and one voice mail
Guest Services	<ul style="list-style-type: none"> • 3300 ICP • Mitel 5550 IP Console 	<ul style="list-style-type: none"> • Create busy lamp field (BLF) lists for display on the console screen for functional staff groups (sales, catering, hotel managers, security, concierges, etc.) • Improve operator call handling efficiency when they can see at a glance who in a BLF list is available to take a call—improving both the guest experience and communications with external hotel services
5300 Intelligent Directory and Presence	<ul style="list-style-type: none"> • 3300 ICP • 5300 Series IP Phones • Mitel 5300 Intelligent Directory • Mitel 5300 Intelligent Directory Presence Option 	<ul style="list-style-type: none"> • Provide staff with a simple, interactive, on-screen searchable directory via 5300 Intelligent Directory of both corporate and personal contacts (with up to five numbers per person) • Add-on presence, indicating availability (busy, on a call, etc.) for each contact via 5300 Intelligent Directory Presence Option (uses Microsoft® Office Live Communications Server 2005)

Challenge 3: Increase Revenue-Generating Opportunities

Solution	Mitel Product(s) / Application(s)	Benefit(s)
Guest Services	<ul style="list-style-type: none"> • 3300 ICP • 5300 Series IP Phones • HTML Toolkit • Professional Services 	<ul style="list-style-type: none"> • Deliver on guestroom IP phone displays content – such as, the hotel directory (including on- and off-property services), event information, and more • Leverage the full capabilities of the IP phones: utilize the HTML toolkit and off-the-shelf applications like Adobe® Dreamweaver® or Microsoft® FrontPage and create a unique guestroom interface • Contact Mitel’s Professional Services for customized developments, such as direct integration to databases (e.g., to book appointments at the spa or golf club) • Sell positioning / space on the IP phone’s display pages (first page more than second page, etc.) to off-property businesses
Hospitality Contact Centers	<ul style="list-style-type: none"> • Customer Interaction Solutions 	<ul style="list-style-type: none"> • Prioritize calls from preferred guests or from the concierge floor • Provide personalized service with guest data screen popped from the hotel’s CRM • Offer appropriate messages or property advertising for guests on hold • Ensure staff is providing good service and adequate response times by monitoring calls and queues • Schedule staff efficiently utilizing the scheduling tool which allows for skills-based scheduling and labor cost statistics, and provides an employee database • Increase guest services with 24 / 7 / 365 call center access • Centralize services and provide best-of-breed answering services—critical for management companies and hotel owners with multiple properties
Mobility	<ul style="list-style-type: none"> • 3300 ICP • SX-200 ICP • Mobile Extension • SpectraLink Wireless Telephones 	<ul style="list-style-type: none"> • Enhance meeting and convention services by providing event managers with a SpectraLink handset twinned to their guestroom or alternatively twin their guestroom phone to their mobile phone with Mobile Extension • Enable the meeting manager to respond to delegate meeting needs quickly and efficiently with four-digit dialing to on-property services, such as the business center, catering, audio-visual services, and communications services • Allow the meeting manager to answer delegates’ calls on their SpectraLink handset, where coverage provided, or on their cell phone if Mobile Extension is used. There is one voice mailbox for calls • Encourage re-booking for repeat or other events by allowing the meeting manager to present a professional service to delegates
Greetings / Promotions	<ul style="list-style-type: none"> • 3300 ICP • Mitel Enterprise Manager 	<ul style="list-style-type: none"> • Provide on hold property / brand promotions (e.g., with your third stay you are eligible for one free Saturday night, etc.) instead of music with embedded RAD • Centralize system management and save money via Enterprise Manager (e.g., record a message at one location and automatically distribute it to all 3300 ICPs in the network) • Download a music source file or promotion and utilize embedded music on hold, or record locally via the voice mail system administration using 3300 ICP audio file manager • Provide guests with a consistent, timely, professional promotion
Tenanting	<ul style="list-style-type: none"> • 3300 ICP 	<ul style="list-style-type: none"> • Provide as a service or charge on-property businesses (such as spa, hair dresser, kiosks, gift shop) with communications services, including voice mail and MOH

Challenge 4: Increase Safety and Security

Solution	Mitel Product(s) / Application(s)	Benefit(s)
Call Recording	<ul style="list-style-type: none"> • 3300 ICP • SX-200 ICP 	<ul style="list-style-type: none"> • Contribute to a safe hotel environment by offering the ability to record, retrieve, and archive incoming calls, which can then be saved, emailed, and analyzed for reporting and follow-up • Resolve staffing issues by discreetly monitoring staff / guest interactions
Emergency Response	<ul style="list-style-type: none"> • 3300 ICP • SX-200 ICP • SpectraLink Wireless Telephones 	<ul style="list-style-type: none"> • Receive emergency notification to the attendant console when guests dial 911 • Reduce response time and address emergency issues swiftly with notification to staff, office, and Wi-Fi phones

Challenge 5: Reduce Operational Costs

Solution	Mitel Product(s) / Application(s)	Benefit(s)
Large, Full Service Hotels	<ul style="list-style-type: none"> • 3300 ICP • Enterprise Manager • 5550 IP Console 	<ul style="list-style-type: none"> • Support for up to 5,000 guestrooms • Guest services for the cluster can be accessed via a 5550 IP Console • Support for suites (can be all suites) and linked suites (10 – 15 percent) for convention or resort hotels that require single billing for groups
Rich IP Telephony for Hospitality	<ul style="list-style-type: none"> • 3300 ICP • SX-200 ICP • Mobility Solutions • IP Desktop Devices 	<ul style="list-style-type: none"> • Save 70 percent capital expenditure over a rip and replace approach • Eliminate intra-property long distance charges (for both calls and faxes) • Integrate existing infrastructure with Mitel's dual bus architecture—it provides connectivity between TDM and IP devices and PSTN without added delay • Eliminate the cost of maintaining aging, old, and disparate equipment • Centralize services like attendant or voice mail to save on costs • Avoid wiring costs (new hotel – save 35 to 45 percent) and / or retrofit costs (existing hotel) • Leverage existing wiring (CAT5 or CAT6) to cost-effectively deploy phones in rooms, back office, common areas, and meeting rooms • Benefit from a system that is network agnostic (compatible with LAN infrastructures such as Cisco, HP, Foundry, Extreme) • Gain access to advanced features and functions • Build a solid, reliable foundation for additional application deployment • Ensure reliability and availability options through Mitel's innovative system design and deployment (safety and availability of dial tone)
IP Trunking	<ul style="list-style-type: none"> • 3300 ICP • SX-200 ICP 	<ul style="list-style-type: none"> • Reduce network services—particularly for hotel management companies and owners with multiple properties looking to leverage WAN for inter-property and head office voice traffic
IP PMS, SMDR, Messaging	<ul style="list-style-type: none"> • 3300 ICP • SX-200 ICP 	<ul style="list-style-type: none"> • Leverage investment in network infrastructure (LAN and WAN) with IP connectivity supported for PMS, call accounting, and embedded messaging • Improve ROI with hosted solutions
Remote Management	<ul style="list-style-type: none"> • 3300 ICP • SX-200 ICP 	<ul style="list-style-type: none"> • Access communications features anywhere with network connectivity (i.e. home), ideal for the hotel owner or key staff needing regular access to administrative details
Centralized Network Management	<ul style="list-style-type: none"> • Teleworker Solution • Enterprise Manager 	<ul style="list-style-type: none"> • Save money and gain efficiency by having a centralized, automated, and remotely managed day-to-day network
Remote Monitoring, Alarm Management	<ul style="list-style-type: none"> • 3300 ICP • SX-200 ICP 	<ul style="list-style-type: none"> • Receive email notifications when an alarm is declared on the system—no need to periodically login to the system to check the status • Proactively respond to system alarms and significantly reduce the cost and efficiency loss of having no voice capabilities

Challenge 5: Reduce Operational Costs (cont'd)

Solution	Mitel Product(s) / Application(s)	Benefit(s)
Custom IVRs and Speech Recognition	<ul style="list-style-type: none"> • Mitel Speech Server • Professional Services 	<ul style="list-style-type: none"> • Decrease service delivery costs by offering customized services portals using integrated voice response and speech recognition • Reduce costs associated with connecting people to people • Choice of in-bound or out-bound services ensures bookings or reminders of appointments can be done with a semi-automated process • Access to customized services by hotel staff allows them to command or order services when they need them • Improve response times and simplify processes—and have a positive impact on guest experience and service level • Compatible with third-party solutions, such as Pronexus
Greetings / Promotions	<ul style="list-style-type: none"> • 3300 ICP • Enterprise Manager 	<ul style="list-style-type: none"> • Distribute promotions / greetings from a central database to all 3300 ICPs in the network without having to login to each one to download the information • Record once for all properties and save on distribution time and ensure less chance for errors
Open Architecture, Standards Based	<ul style="list-style-type: none"> • 3300 ICP 	<ul style="list-style-type: none"> • Leverage the benefits of the next generation of external connection services like SIP trunking that offer voice and data on the same connection to reduce costs through consolidated services. Easier to implement carrier and facility redundancy • SIP line side support for low cost SIP devices are becoming a feature of many tenders—see Mitel OnLine for a complete list of supported vendors and SIP devices, and Mitel 3300 ICP documentation for hospitality-supported features
Picking up Calls Ringing at the Console – Night Staff	<ul style="list-style-type: none"> • 3300 ICP • SX-200 ICP 	<ul style="list-style-type: none"> • Enhance productivity and respond faster by offering staff the option of picking up calls ringing at the console with a feature access code (FAC) from another phone without having to wait for the call to over-flow to a night bell. As well, a speed call key can be programmed for the directed call pickup of attendant calls (FAC+DN). The call that has been ringing at the console longest will be answered first. SX-200 ICP TAFAS feature is used to pick up calls ringing off the console
Group Park	<ul style="list-style-type: none"> • 3300 ICP 	<ul style="list-style-type: none"> • Allow group members to place calls on hold. Once “parked” the key provides a visual indication that a call is on hold. The same indication is presented to all group park keys with the same DN. The call can then be identified and picked up by any group member. Important feature needed to churn a Hitachi system
Security – Inter-Room Calling	<ul style="list-style-type: none"> • 3300 ICP 	<ul style="list-style-type: none"> • Inter-room CLID (name & number) is blocked providing privacy for the guest making the call • This class of service (COS) can be overridden to allow customer service groups (concierge, room service) to see the CLID. Console(s) will always see the information
Guest Services Answering Point	<ul style="list-style-type: none"> • SX-200 ICP • 5340 IP Phone 	<ul style="list-style-type: none"> • Enhanced IP phone (5340 IP Phone only) sub-attendant provides guestroom feature key for access to room status, wake ups, call blocking, printing reports • Cost-effective, small footprint answer point for very small properties not wanting to implement the full capabilities of the Mitel SuperConsole 1000

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