



Alcatel-Lucent Enterprise and the intelligent hotel: Optimize staff effectiveness and guest loyalty

Modernize and integrate hotel processes for next-gen services,
enhanced staff operations and unforgettable guest experiences



Introduction

The hospitality sector has rapidly adapted to shifting customer demands in a fast-paced, ever-evolving business climate. But further modernization of hotel operations remains essential. Because most hotel systems are digitized, for example, easy access to a resilient network from anywhere is a necessity.

But that's just the start. Not only do hotels need integrated and secure networks, but also easy ways for staff to connect on their preferred device to a secure work environment that provides physical and cyber security protection to both people and assets. And it all needs to be integrated across hotel systems to allow next-generation services that improve hotel effectiveness, customer loyalty and guest experiences.

Solution sheet

Optimize staff effectiveness and guest loyalty



The key to enhanced operations: A modernized, integrated environment for staff

Connecting a hotel's many processes and providing new and enhanced services improves guest experiences and builds customer loyalty, helping your hotel stand out in the market and win more business. That starts with a modernized, integrated environment that allows staff to easily juggle diverse responsibilities while coordinating activities among various properties, colleagues, partners and guests.

Next-generation digital tools enable your employees to collaborate on the move, exchanging contextual information using their preferred medium (chat, voice or video) and device (including DeskPhone, smartphone or professional mobile device – DECT or WLAN), enhancing operations and dramatically improving guest services.

The three pillars of enhanced hotel operations with digital tools

Digital transformation and integration is the key to improving a hotel's operations, and plays a leading role in customer satisfaction and the ability of your staff to provide customers what they want.

Enhancing hotel operations through digital tools rests on three main pillars:

- 1. Guest relationship management**
- 2. Enhanced environment for staff and services**
- 3. Security management**

Let's explore what each one means in more detail.

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1. Guest relationship management

Guests must be able to easily interact with the hotel at every stage in the process – from booking, to checking in to after the stay. Digital engagement and self-services can improve the guest relationship management process by increasing customer satisfaction and allowing staff to focus on more value-added tasks.

This typically takes two main forms:

- **Event reservations and booking:** Hotels can show prospective clients their facilities and event rooms using video walkthroughs and other interactive digital tools.
- **Guest relationship before, during and after their stay:** Hotels can deploy multiple communications channels on various platforms and devices to interact with guests in the way they prefer through advanced networking technology, such as:
 - **Rainbow CPaaS:** Cloud technology that allows you to integrate real-time communications (instant messaging, voice, video or chatbot) into existing business applications, such as a hotel guest app, without complex engineering
 - **ALE Connect:** An omnichannel contact center that provides a streamlined, effective way of managing all guest interactions (through email, live chat, social media and phone)
 - **Voice calls:** contact centers, CRM popup for customer relationship
 - Users can quickly and easily connect to tech support via WhatsApp or other mobile apps

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2. Enhanced environment for staff and services

Digitization provides easy access to a resilient network from anywhere, improving access for staff on the move. Integrating hotel processes and applications enables services such as booking reminders, guest services and alerts, reliable Wi-Fi, on-demand communications, internet of things (IoT) management, asset tracking and video monitoring, empowering staff agility and enhancing customer safety and engagement.

This is the basis for good business operations that supports staff agility and enables next-generation guest services. Good, reliable communications are at the core of everyday hotel tasks – but easy collaboration simplifies those tasks thanks to the knowledge and information sharing that takes place, leading to better staff understanding and follow-up when servicing guest inquiries or issues.

When combined with the right mobile application – developed as a staff companion and day-to-day utility tool for operational autonomy – this can dramatically improve staff effectiveness.

No matter the profile or function of your staff member or group, there's a digital solution for everyone:

- **Communications mobility:** Through DECT and softphones
- **Ubiquitous Wi-Fi:** Enable guests to connect anywhere they are on the property, or easily add a temporary base station for a one-off event
- **Internal and external collaboration:** Fast, immediate and contextually rich communications via mobile, PC or AI-powered chatbot; Rainbow Alert for emergency or other real-time notifications
- **Operational collaboration:** Share videos and images with colleagues or partners for greater situational awareness
- **Operational autonomy:** Staff can scale themselves and achieve greater autonomy through a companion-type application enabled or enhanced by Rainbow CPaaS

3. Security management

As cyber and other threats grow and become more sophisticated, security has become a must in all industries – but especially hospitality, where constant guest turnover puts customer information, databases and IoT devices at risk from hacks or data breaches.

Integrating a solution that doesn't need external applications to work; features automated processes that separate and orchestrate workflows, applications and IoT devices; and is easily deployed – with no special skills or training required – lowers risks for hotel operators and provides a strong line of defense for both staff and guests.

This can include:

- Asset tracking
- Video monitoring
- Door phones
- Visual Notification Assistant to send alerts (such as text or audio messages with Rainbow Alert or emergency calls or conferences via Rainbow Bubbles) to management and staff when triggered by IoT, sensors, DECT or applications
- Rainbow workflow as a cloud complement

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A new way of hotel management, powered by technology

Modern hotel properties are marvels of digital technology and IoT — but operations can become fragmented and inefficient without integrating your technology ecosystem and empowering staff with new tools to enable next-generation hotel services, improved security and enhanced staff operations.

Whatever your size and requirements, Alcatel-Lucent Enterprise has a wealth of expertise and is at the forefront of hospitality systems integration with a wide range of solutions to deliver increased employee productivity and enhanced guest experiences — before, during and after the stay — to improve your hotel's digital signature, increase guest loyalty and enhance the customer experience.

Learn how enhanced staff effectiveness delivers increased productivity and upgrades guest experiences at [al-enterprise.com/en/industries/hospitality](https://www.al-enterprise.com/en/industries/hospitality)