



IMPLEMENTATION OF THE 1st MOBILE APPLICATION THAT MANAGE HOTEL SERVICES

WINN HOTEL GROUP

Winn Hotel Group owns, runs and develops several different kinds of hotels, all marketed under the best suitable brand such as Clarion, Park Inn, Radisson Blu, Marriott, First Hotel, Quality Hotel, Renaissance Hotels.

Location: Lund, SWEDEN

Vertical: Hospitality

Number of users: 130 Employees

Deal implementation: May 2014

Business Partner: TDC

CHALLENGES

To have an application which allows guests to access hotel services directly from their smartphones or mobile devices.

To be the first hotel in the world to deploy the Mobile Guest Softphone application service for their guests.

PRODUCTS AND SERVICES

Alcatel-Lucent Enterprise Mobile Guest Softphone
Alcatel-Lucent Enterprise Professional Services

WHY ALCATEL-LUCENT ENTERPRISE

Winn Hotel Group was already Alcatel-Lucent Enterprise's customer. However Winn Hotel Group checked around with a few other companies that could possibly deliver the same idea but it actually appears that Alcatel-Lucent Enterprise was providing the most efficient solution.

TO WATCH THE VIDEO: [click here](#)



BENEFITS



TECHNICAL

The Mobile Guest Softphone has been deployed on the whole hotel systems. It is technically very easy for the hotel.

The integration has been easy also for employees.



FINANCIAL

Winn Hotel Group saved money since there is no cost for cabling and installing phones in all the rooms.



USER EXPERIENCE

The hotel guests can check-in quicker, book services or receive all their calls directly on their mobile devices anywhere in the hotel.

Also housekeeping team is much more reactive as they are also equipped with the app.



“If I should describe Alcatel-Lucent Enterprise with a few words, I would probably say solution orientated, efficient and easy going between the people.”

Anders Junger, CEO, Winn Hotel Group.