

# Hospitality solutions



FOR EMEA REGION



# Meeting the needs of Hospitality

Good communication is at the heart of every successful hotel. Mitel® customers enjoy flexible, scalable, secure communications, optimised to meet the needs of the hospitality industry, from small economy hotels through to some of the worlds most famous luxury hotels.

## 1.

**Challenge:**

Hotels are under pressure to improve customer loyalty and increase revenue per available room.

**Solution:**

When dealing with guests, the little things do matter, like greeting your guests by name, managing their privacy and ensuring guest services are delivered in a timely manner. Hotels can benefit from many embedded hospitality features developed in line with industry requirements to ensure your guests enjoy the best possible service.

## 2.

**Challenge:**

Front office staff find it difficult to greet guests, answer telephone calls and dedicate time to more complex issues during busy periods.

**Solution:**

The Mitel Wireless Front Desk allows staff to move between tasks more efficiently using wireless handsets or headsets. These devices also help you to make a good impression by eliminating unsightly cabling.

## 3.

**Challenge:**

Hotels find it difficult to establish and retain knowledgeable staff to manage and use hotel technology.

**Solution:**

Mitel's integrated hospitality solution simplifies and reduces training requirements within a busy hotel environment. New staff quickly become effective and are able to focus on guest service.



## 4.

**Challenge:**

Many hotels have difficulty configuring conference facilities to meet the needs of increasingly demanding clients.

**Solution:**

Mitel's conferencing solution frees organisers from inflexible systems. Conference communications can be set-up quickly and easily wherever required. Mitel's wireless telephone base allow telephones to be placed almost anywhere without complex cabling or programming.

## 5.

**Challenge:**

The need to meet compliance requirements is increasingly challenging. The drive towards social responsibility is becoming an important part of attracting guests and retaining staff.

**Solution:**

For many years Mitel has taken a positive approach by addressing compliance issues in a way that adds value and builds reputation. Our products are designed to ensure hotels can take care of their guests, meet standards and minimise power consumption.

## 6.

**Challenge:**

When implementing new solutions, hotels need to benefit from new technology and protect investment in traditional technology.

**Solution:**

Mitel's open approach enables hotels to benefit from the latest technology and protect investment in traditional telephony wherever it makes sense. We maintain relationships with many other hospitality technology partners to ensure your systems are compatible.



# Communications solutions enhancing the guest experience



Mitel communications solutions allow hoteliers to focus on managing the guest experience and hotel operations. Mitel's technology has the flexibility to adapt to guest and staff requirements with a minimum of management overhead.



The Mitel 3300 IP Communications Platform has a unique architecture enabling support of traditional and IP communications, fixed and wireless. This approach allows hoteliers to benefit from IP communications whilst protecting investment in traditional telephony. The 3300 ICP has a range of embedded hospitality features including voicemail, auto attendant, recorded announcements, record a call and music on hold to provide a simple, easily managed solution.



# Providing tangible business benefits

Mitel 5330 IP Phone with customized hospitality template.



## Guest Service

Mitel's hospitality feature set has been continuously developed in line with industry requirements to ensure your guests have a pleasant, hassle free stay. When managing the guest experience the little things do matter:

- Greeting guests by name.
- Ensuring failed wake up calls are escalated.
- Managing guest privacy.

The Mitel hospitality template enables an IP display telephone to be customized to hotel and guestroom requirements:

- High resolution hotel logos and graphics.
- Information about guest services.
- Information about local services and attractions.
- One touch contact keys.

Guests can be informed about hotel services through recorded announcements:

- Breakfast options can be announced as part of a wake up call.
- Speed call keys can be used to access information lines.

## Staff Efficiency

Managing face to face guest interaction, hotel operations and telephone calls is challenging within a busy hotel environment. Mitel provide a number of solutions to enable staff to work effectively at any location:

- The Mitel Wireless Front Desk allows staff to move between tasks more efficiently using wireless handsets or headsets. These devices also help you to make a good impression by eliminating unsightly cabling.
- Staff can remain in touch throughout the hotel by using wireless telephones. Text messaging can be used to manage alerts including pre fire alarms, door alarms and VIP arrival.
- Staff can be contacted on one number regardless of location using Mitel Mobile Extension. Mobile Extension allows another device to be 'twinned' with a prime line making it ideal for hotel managers, area managers, and offsite event staff.



### Increasing Revenue

A few simple changes can make all the difference:

- Mitel can help to ensure you never miss a call using the embedded auto attendant. Automatic call distribution can be used to direct callers to a member of staff, voicemail or a recorded announcement. In addition, hotel groups can benefit by centralising reservations.
- Hotels can attract profitable meeting and conference business by offering flexible, advanced communication services.
- Value add hotel services can be promoted on IP display telephones. Changes to hotel service information and promotions can be made centrally. Guests can make bookings at the touch of a button.

### Reducing Cost

- Configuration changes can be made quickly and easily using simple form based data entry through a web portal from 'anywhere'.
- By investing in IP communications, hotels can connect to next generation networks. A single network connection can be used for voice, internet and video communications.
- Mitel's integrated hospitality solution simplifies and reduces training requirements within a busy hotel environment. New staff quickly become effective and are able to focus on guest service.
- Mitel telephones comply with the latest recycling directives and are 70 percent more power efficient compared with similar solutions from other vendors.

For more information, please contact Opus Business Systems  
on **0800 316 7566** or by email at **info@opus-telecom.com**

Opus Business Systems  
Unit 4  
50 Windsor Avenue  
Merton  
London  
SW19 2TJ

[www.opus-telecom.co.uk](http://www.opus-telecom.co.uk)

[www.mitel.com](http://www.mitel.com)



For more information on our worldwide office locations, visit our website at [www.mitel.com/offices](http://www.mitel.com/offices)

THIS DOCUMENT IS PROVIDED TO YOU FOR INFORMATIONAL PURPOSES ONLY. The information furnished in this document, believed by Mitel to be accurate as of the date of its publication, is subject to change without notice. Mitel assumes no responsibility for any errors or omissions in this document and shall have no obligation to you as a result of having made this document available to you or based upon the information it contains.

M MITEL (design) is a registered trademark of Mitel Networks Corporation. All other products and services are the registered trademarks of their respective holders.

© Copyright 2008, Mitel Networks Corporation. All Rights Reserved.

GD 481\_1306 PN 51012417RA-EN