iPECS

Your Communications Solution

iPECS is an Ericsson-LG Brand

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Enhance Your Guest Experience with iPECS Hospitality Solutions

The hospitality landscape is evolving quickly as new technology demands that become more social and mobile. Travelers are looking for best value propositions and consumer demand is pushing for hotels to make concerted efforts on property upgrades and improvements.

Service for Customer Satisfaction

There is an increased demand for personalized and customized service as guests want to feel special. The importance of operations excellence is highlighted as this relates to the creation of value for the hospitality industry and improved customer satisfaction.

Staff Training

Hotels should focus more on staff training to ensure operations excellence as the services largely depend on staff's capability and service spirit.

Sustainability

Customers' demand for sustainable hotel operations has taken root and expanded. Hotels now should provide sustainability-related information such as energy use or recycling policies.

Customers' Search for Value through On-line and Social Media

Travelers are dramatically increasing the volume of data they publish to the web including social media. People believe other travelers more than the property web sites themselves. Hotels now should put special efforts to develop customer loyalty that will encourage guests and supporters to act as salespeople through social networking.

Brand Management and Customer Relationship Building

Brand management continues to be important for the industry. As hospitality companies continue their global expansion, they are increasingly influenced by technology on all aspects of the industry. The hotel brand will become more important than ever, particularly in the context of developing customer loyalty.

Mobility: smart phone

Mobile devices present another potentially big development for hotel distribution and operations. The combination of smartphone and mobile apps could allow guests to use their smart phones to book a room, check in, open their guestroom door, and settle their folio—all without direct contact with your staff. Most critically, the dominance of electronic distribution will solidify the major trend of access and transparency of information.

Economic Uncertainty

In today's economic and political turbulence, the hotel and travel industry will constantly be facing a "new normal" somewhere on the globe. This forces hotels to keep focusing on reducing costs and increasing work efficiency.

Under this pressure, hotels need to engage in the necessary elements that create success for hospitality enterprise; providing service and facilities that satisfy customers, giving operators the tools to expand revenues, and controlling costs to provide a reasonable return for investors.

iPECS Hospitality Solutions

iPECS Hospitality Solutions enable you to fulfill these elements by offering IP Communications and Collaboration Solutions tightly integrated with PMS and entertainment solutions. With these solutions, hospitality companies can enhance guest experience, increase revenue, improve staff efficiency and reduce operation costs.

In Room Entertainment ◄ **iPECS Communications & Collaboration Solutions** ► **PMS** (Property Management Solutions)

- Converged IP Telephony infrastructure
- PMS integration
- Terminals ranging from analog to multimedia IP Phones
- Value-added applications including attendant, mobile solutions and contact center
- UC & Collaboration solutions

IP Telephony Systems
- iPECS-LIK
- iPECS-MG
- iPECS-CM
- iPECS Ethernet Switches

Applications
- iPECS UCS for UC solutions (PC & Mobile)
- iPECS Attendant for operators
- iPECS CCS for contact center solution
- iPECS NMS for network management
- iPECS IPCR for recording
- iPECS Communicator for mobility

Phones
- iPECS IP phones
- iPECS Digital phones
- iPECS Wi-Fi & DECT phones
- iPECS Analog phones

Benefits from iPECS Hospitality Solutions

Enhance Guest Experience

Customized and personalized service, staff training and enhanced communications capability are essential in order to maximize guest satisfaction and return stays. Ericsson-LG Enterprise's solutions streamline and enhance guest experience from reservations to check-out.

Guests and customers loyalty through personalized services

- On the guest room IP Phone, personalized greeting and content can be delivered such as welcome message with guest name display, language selection and one touch contact keys.
- Meet-me conferencing calls ideally suited for business travelers
- Baby listening for those traveling with children

Mobility for better and faster guest service

- Wireless / DECT solutions enables your staff to be mobile and accessible in order to provide enhanced guest service
- Quickly and easily connect to any member of the staff, anywhere on their mobile phones to reduce guest service response times

Contact center improves communications and ensures guest service in timely manner

- Minimizing customer waiting times and increasing hotel marketing activities using iPECS CCS, multi-media contact center solution
- Provide personalized service or customized marketing promotion with guest data screen popped from the hotel's contact center or CRM DB

Enhanced communication capability

- Room phone service with voice mail offering guests quick access to service
- Recorded information about hotel services is available to guests and guests can access easily

Increase Revenue

With the new services and small changes, iPECS hospitality solutions can provide more opportunity to increase revenue.

Rich IP Communications features

- iPECS IP communications platforms offer embedded auto attendant features, which ensures your staff never miss a call. Automatic call distribution can be used to direct callers to a member of staff, voicemail or recorded announcement.
- Value added hotel services can be prompted on IP display telephones. Changes to hotel service information and promotions can be delivered on IP Phones.

Voice and video conference

- Hotels can attract profitable meeting and conference by offering flexible, advanced communication services including voice and video conference.

Hospitality contact centers with iPECS CCS for better customer interaction and guest service

- Prioritize calls from preferred guests or from the concierge floor
- Offer appropriate messages or property advertising for guest on hold
- Ensure staff is providing good service and adequate response times by monitoring calls and queues and reviewing statistical report
- Increase guest service with 24/7/365 contact center access
- Facebook or Twitter promotion using contact center SNS module

Mobility

- Enhance meeting and convention services by providing guests or event managers with mobility by paired link to their guestroom and their mobile phone with mobile extension
- Allow the meeting manager to answer delegates' calls on their Wi-Fi or DECT, where coverage provided, or on their mobile phone if mobile extension or mobile client is used

iPECS LIP-9070

Improve Staff Efficiency and Productivity

Efficient staff communications and collaboration are critical to maintain high quality guest services as well as improve staff work efficiency and productivity.

Seamless communications and job tracking via Unified Communications

- Presence based communication with iPECS UCS can improve staff responsiveness and productivity.
- Easy communication and voice/video conferences

## Provide staff mobility by smart phone clients paired with an office phone in one number

- Improve guest experience and work efficiency through seamless communication
- Use personal handset for work (BYOD: Bring Your Own Devices)
- iPECS UCS Mobile Client for Voice, Video, Presence, IM and SMS
- iPECS Communicator for SIP Voice call and SMS

iPECS UCS
Mobile Client

iPECS UCS
Desktop Client
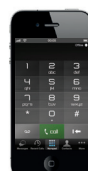
iPECS Communicator
for iOS

iPECS Communicator
for Android

Closed integration with Property Management System(PMS)

- Certified interface with Micros Fidelio as well as providing built-in system information to integrate with various local PMS, CAS, Billing(SMDR) and other solutions
- Property management system interface coordinates essential services and provides staff with instant access to services and guest information.

Intelligent IP Attendant consolidating IP Telephony, PMS and other applications

- iPECS Attendant is simple and affordable PC-based tool to control room status, charge, hospitality communication and even simple PMS.
- With easy-to-use interface, efficient operator's call handling and room control with limited resource is available.
- Routine tasks such as setting multiple wake-up calls, DND and check-in/check-out can be completed more efficiently so your staff can devote more time to guest service.

Reduce Operation Costs

A single IP network connection for voice, internet and video communications can reduce hotel operation costs and telephone fee, and enhance communication efficiency using internal IP call.

Network management/ remote management, centralized management, remote monitoring, alarm management

- Access communications features anywhere with network connectivity
- Save money and gain efficiency by having a centralized, automated, and remotely managed day-to-day network
- Receive email notifications when an alarm is declared on the system
- Proactively respond to system alarms and significantly reduce the cost and efficiency loss of having no voice capabilities

Embedded recording features in iPECS Attendant

- Guest calls or external calls to Attendant can be recorded and replayed.
- Call Record Reports including recording time, attendant number, phone number (Caller ID), called name and recorded file are supported.

Open & standards based architecture

- Leverage the benefits of external connection services like SIP trunking that can reduce costs through consolidated services
- Easier to implement carrier, external applications and solutions

Reducing staff training requirement

- iPECS hospitality solution can reduce training requirements within a busy hotel environment. With easy and simple operation interface, new staffs quickly become effective and are able to focus on guest service.
- Reducing complexity of the solution and simplifying support can reduce training requirements including costs and time.

Power save with iPECS IP phones

- iPECS LIP-8000E/IP88000E series comply with the latest recycling directives and are more power efficient compared with similar solutions from other vendors.