



HOSPITALITY SOLUTIONS OVERVIEW

Communications that Enhance Guest
Safety and Service



STRENGTHENING THE GUEST EXPERIENCE WITH SEAMLESS COMMUNICATIONS

For hospitality properties worldwide, providing guests with a superior experience every time they stay on your property is key to developing and maintaining brand loyalty and strength. Communications are an essential element of the relationship between your brand and your guests' experience.

Whether your patrons are calling your contact center to book a stay, scheduling a wake-up call, or reporting a concern, a best-in-class communication system is essential to providing high levels of service. Not only will your guests reap benefits from seamless, integrated communications, but your staff and overall operations will as well.

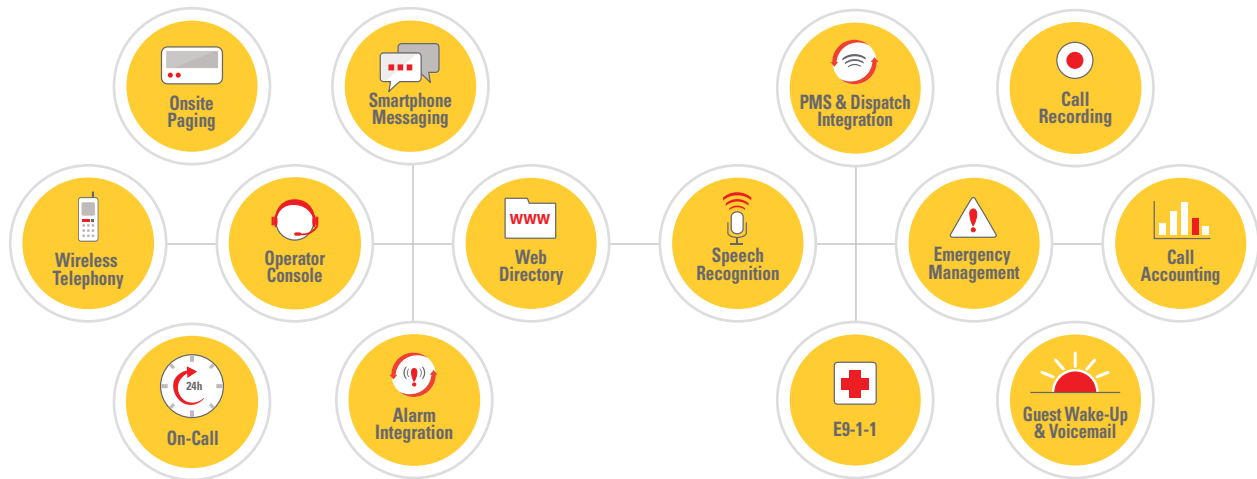
This diagram represents just some of our many partners.



➤ “We’ve had emergency situations such as heart attacks where we’ve speeded response by having E9-1-1 and the caller’s precise location. Not only do our guests benefit from having this capability, but our staff also feels more secure knowing the right people are being notified properly of an event.”

Darrin Pinkham
Chief Technology Officer
for theWit Hotel

SPOK'S HOSPITALITY SOLUTION SUITE



OPERATOR CONSOLE

Provide operators with the right information needed to process calls at their computers, with just a few keystrokes. Consoles ensure efficient operations through screen-based functions, including automatic displays of incoming calls, single-button call transfers, conferencing, and speed dialing. Operators can quickly and accurately perform directory searches for staff and guests, schedule guest wake-up calls, as well as send messages by individuals, groups, and roles. Features such as pre-recorded greetings mean that calls can be handled professionally while operator fatigue is minimized.

Operator consoles also display updated information about presence, which indicates the location of a certain individual, so the right person is contacted. These solutions provide complete audit trails about your critical communications, including the exact time messages are delivered, received, and read. Simplifying the call-taking process enables contact center staff to respond more quickly, process more requests, reduce expenses, adhere to standard processes, and improve guest service.

MULTI-PROPERTY CALL CENTER SERVICE

Expand your property's ability to take on the communication function for other properties in the brand—while maintaining consistent standards. These offerings can include guest services, reservations, dispatch, ticketing, VIP call-handling, special events, and staff messaging. This functionality allows you to easily expand your service offerings to other properties in the brand or expand the existing property with consolidated functionality or centralized call handling to promote continuity of communication and brand standards. Many leading hospitality properties have found that a centralized approach to communicating across several facilities enables a reduction in the number of agents required—and a significant annual savings.

WAKE-UP

Integrate wake-up functionality directly with your phone system to provide timely wake-up calls with a professionally recorded message that can be tailored to meet various guest criteria. The system can be integrated with your operator console or used on a stand-alone basis. Track all activity to provide the correct services at all times, especially across multiple facilities and time zones. Functionality for adding unique messages enables the addition of time / temperature, character recordings, VIP or group-appropriate wording, multiple languages, and more. The functionality scales easily with rising volumes of wake-up requests through SIP integration.

CRITICAL ALERTING

Centralize the management of critical alerts and alarms generated by systems such as fire, security, HVAC, gaming, dispatch, and many others. Create a communication hub that consolidates and prioritizes alerts from these systems and notifies the appropriate staff members on their mobile devices. Rules-based routing and escalation help the right people take fast action, which improves safety as well as guest and staff satisfaction. All notifications are logged in the system for ease of reporting. This promotes accountability and a method of monitoring the speed of communications and responses for various types of events.

Centralize alerts from many commonly used systems, including:

- CRM
- Dispatch
- Fire alarms
- Gaming
- HVAC
- Ingress/egress alarms
- Operator consoles
- Security

Send alerts from the above systems directly to numerous types of devices to speed response

- Smartphones
- Cell phones
- Two-way pagers
- In-house wireless telephones
- Onsite pagers
- Wide-area pagers
- LED signs
- SMS
- Plasma/LCD
- Email systems
- Operator consoles

Interfacing Gaming Systems and Slot Machines to Wireless Devices

In a highly competitive industry, a delay in casino guests' ability to play not only reduces income to a casino, but it also decreases customer satisfaction. You know that a satisfied customer is more likely to stay longer and be a loyal, repeat visitor.

The Spok critical alerting solution integrates with your gaming systems to provide staff with instant notification of maintenance alerts, hopper jams, and jackpot payment requests. The solution integrates with these and other gaming systems.

- Aristocrat
- IGT Network Systems
- Intelligent Gaming Systems
- Paltronics
- Penn National
- Weike

ENHANCED 9-1-1 (E9-1-1)

Many hotels assume that a guest or staff member will dial 0 in the event of an emergency, when they often dial 9-1-1. An enhanced 9-1-1 system directs emergency personnel to a caller's exact location (building, floor, and room) for fast response. During the 9-1-1 call, onsite security can even receive real-time notification of the event, allowing them to direct first responders, assist with traffic, or help protect others in the area. You'll also be able to maintain the automatic location identification (ALI) database by automatically tracking and updating your organization's moves, adds, and changes. This functionality helps you reassure staff and guests that your organization is taking the ethical and legal steps to help maintain a safe environment.

➤ **“Managers can turn rooms faster and direct cleaning staff more precisely. We’ve seen real productivity gains.”**

Desmond Wong
Operational Systems Manager—
HSH Information Technology
Manager
The Peninsula Hotels

SMARTPHONE COMMUNICATIONS

Your staff can use smartphones for all property-related communications. Capabilities such as text messaging and full two-way communications improve workflow, while rock-solid reliability means critical communications reach the right person quickly.

PAGERS & PAGING INFRASTRUCTURE

Many hospitality organizations leverage paging to cut costs, increase messaging speed, and provide greater reliability, especially in disaster situations. Spok offers both wide-area and onsite paging options, including many models for pagers.

Wide-Area Paging

- Solutions from the leader in wide-area paging
- Unparalleled reliability for critical communications and disasters
- Proven coverage during 9/11, Hurricane Katrina, Minnesota bridge collapse, and Boston bombing

Onsite Paging

- Simplify the paging function by working with a single vendor for all components of the private paging system
- Unparalleled reliability for critical communications and disasters
- Leverage rugged pagers designed for heavy use

VOICE MAIL

Broaden your console functionality with an advanced voice mail messaging system for guests and hotel staff. Automate and simplify the process of setting up the system and maintaining your rapidly changing user environment. Key features such as a user-friendly interface, automated voice mail box setup, message notification, and the ability to transfer directly to the operator make users feel right at home. In fact, voice mail boxes are set up automatically when a guest checks in via integration with the property management system. It's also possible to leave messages for pre-registered guests so they'll receive important communications upon arrival.

EMERGENCY NOTIFICATION AND INCIDENT MANAGEMENT

Deliver the right information to the right people at the right time for any critical event, such as a weather emergency, building management issue, or guest safety situation. Quickly and reliably initiate, monitor, and manage notifications of all types, automatically delivering the message, collecting the responses, escalating if needed, and logging all activities for reporting and analysis.



SPEECH-BASED DIRECTORY

Enable your organization to process routine phone requests including directory assistance, messaging, and paging—independent of live operators and with more ease-of-use than touchtone menus. Incoming calls are answered by a pleasant virtual operator, combining state-of-the-art technology with a human touch. With an automated attendant that handles naturally spoken requests, calls can be processed for as little as one-twelfth the cost of operator-assisted calls. This frees your operators to handle more complex tasks and provide the highest level of support for your staff, service teams, and visitors. Keep your system updated with proactive monitoring and fine-tuning that incorporates staffing changes, alternate pronunciations, and determinations of the root cause of failed calls. This means callers can be connected to the right person without frustration or operator assistance.

CONTACT CENTER RECORDING AND QUALITY MANAGEMENT

Record, monitor, and score your operators' conversations to improve call handling and overall service for guests, internal staff, and other callers. Record and archive all calls in and out of your contact center, simultaneously enabling supervisors to monitor agent conversations in real time. The solution provides tools to score agents' call-handling performance in a number of categories. The result is a clear view of how to improve the quality of the customer experience.

ON-DEMAND CALL RECORDING

With the need to keep track of important work-related details both on property and when you're on the go, the uses for call recording have expanded beyond the contact center. Add cost-effective on-demand call recording to your telecommunications network through the conferencing features native to the PBX—no wires or external devices required. This enables mobile and in-building staff to record, document, archive, and email call content from any phone (including cell phones and smartphones), anywhere, at any time. This is particularly useful for documenting the details of guest conversations and sending them to other staff members for quality monitoring.

CALL ACCOUNTING

Provide a wealth of information about every call made and received by your staff. Calls are logged along with an embedded date, time, and call duration. This information can be formatted and used to analyze voice network resources, staff telephone usage, and bill-back information. Leverage automatic report scheduling, integrated email distribution, powerful filtering and sorting capabilities, and tracking for third-party billing.

WEB-BASED DIRECTORY AND ON-CALL SCHEDULING

Keep on-call scheduling information current for managers and critical services departments by allowing users to log on anywhere, anytime to perform a variety of important updates, do scheduling, send messages, and perform directory searches. Expand your system's capabilities beyond your operator group, allowing the contact center to focus on offering better customer service or other revenue-driving activities as internal 'dial 0' calls are minimized.

WHAT SETS SPOK APART?

INDUSTRY LEADER

- Decades of experience delivering enterprise solutions, and an expertise in the hospitality market
- Used by the best—many top hotels rely on Spok for their critical communications
- Financially sound—with healthy growth and profitability

BROAD PRODUCT SUITE

- The products you want are available from one provider
- Spok provides seamlessly integrated solutions for complete contact center management, emergency management, critical alerting, smartphone messaging and pagers/paging infrastructure

CHOICES

- Broad array of PBX systems supported
- All industry paging protocols supported
- All industry smartphones and mobile devices supported
- Strong interoperability with other systems
- Proven integration with leading property management systems (PMS)

EXCELLENT SUPPORT

You have peace of mind knowing your solution will be implemented with precision and expertise, and assistance is a phone call away once your application is live.

- Company uses Spok Implementation Methodology, a proven implementation approach to ensure system success
- Support is provided 24/7/365 through an in-house staff
- Comprehensive training options
- 99% satisfaction ratings in customer surveys

ENTERPRISE ARCHITECTURE

High reliability and scalability mean less downtime, fast response, and having a system you won't outgrow.

- Supports high volume
- Supports clustering
- Compliant with VMware®
- Supports storing data on customer SAN
- Supports single sign on (SSO)
- Supports centralized and multi-site environments
- Flexible user interface clients—delivering messages to staff when and where they work based on their individual preferences

SPOK: EQUIPPING YOUR CONTACT CENTER STAFF WITH THE TOOLS THEY NEED FOR EFFECTIVE GUEST AND STAFF COMMUNICATIONS

Spok works every day with leading hotels, resorts, and casinos worldwide to simplify and automate communications for their contact centers, emergency management response, and staff messaging. The result is improved guest satisfaction, safety, and efficiency through effectively shared information.



ABOUT SPOK, INC.

Spok, Inc., a wholly owned subsidiary of Spok Holdings, Inc. (NASDAQ: SPOK), headquartered in Springfield, Va., is proud to be a leader in critical communications for healthcare, government, public safety, and other industries. We deliver smart, reliable solutions to help protect the health, well-being, and safety of people around the globe. More than 125,000 organizations worldwide rely on Spok for workflow improvement, secure texting, paging services, contact center optimization, and public safety response. When communications matter, Spok delivers.

spok.com

