

iPECS IN HOSPITALITY

Unified Communications



The hospitality landscape is evolving quickly as travellers are increasingly demanding and every interaction is an opportunity to build customer loyalty. The challenge for hospitality is clear and iPECS communications from Ericsson-LG can help you meet these challenges head on.

Guest Satisfaction

Great communication is the lifeblood of any hotel and helps your team to deliver great service. Guests are also looking for quick and easy access to all of the hotels facilities and a combination of phone,TV and easy wifi access to provide your guests with all of the information they need to make the most fo your hotels facilities.

Staff Training

With high staff turnover and limited available training time there is a great need for systems, processes and technology that is intuitive and easy to use. Equipping your team to excel at every opportunity is key to success.

Customers' Search for Value On-line

Searching for the best deal and researching through fellow travellers opinions is a standard part of the booking process for many guests. Online bookings often through aggregated booking sites all reduce available margins making it increasingly important to convert traffic from your own website. With the power of word of mouth and online opinion sharing your best customers are not only your best revenue generators but can also be your best sales channels. iPECS helps ensure the incoming calls are prioritised and handled by the best member of your team.

Brand Management & Customer Relationship Building

Returning guests can be one of the single biggest contributors to profitability and are an essential part of the mix in any hotel occupancy plan. Making guests feel at home and welcoming them back as old friends is the first stage in building great customer relationships.

Mobility

Constantly connected travellers can be better informed on aspects of your hotel and offers than your own team are if you don't equip them with the right tools to stay connected. In most hotels over 80% of the team is mobile and require different access solutions than just a desk based phone.

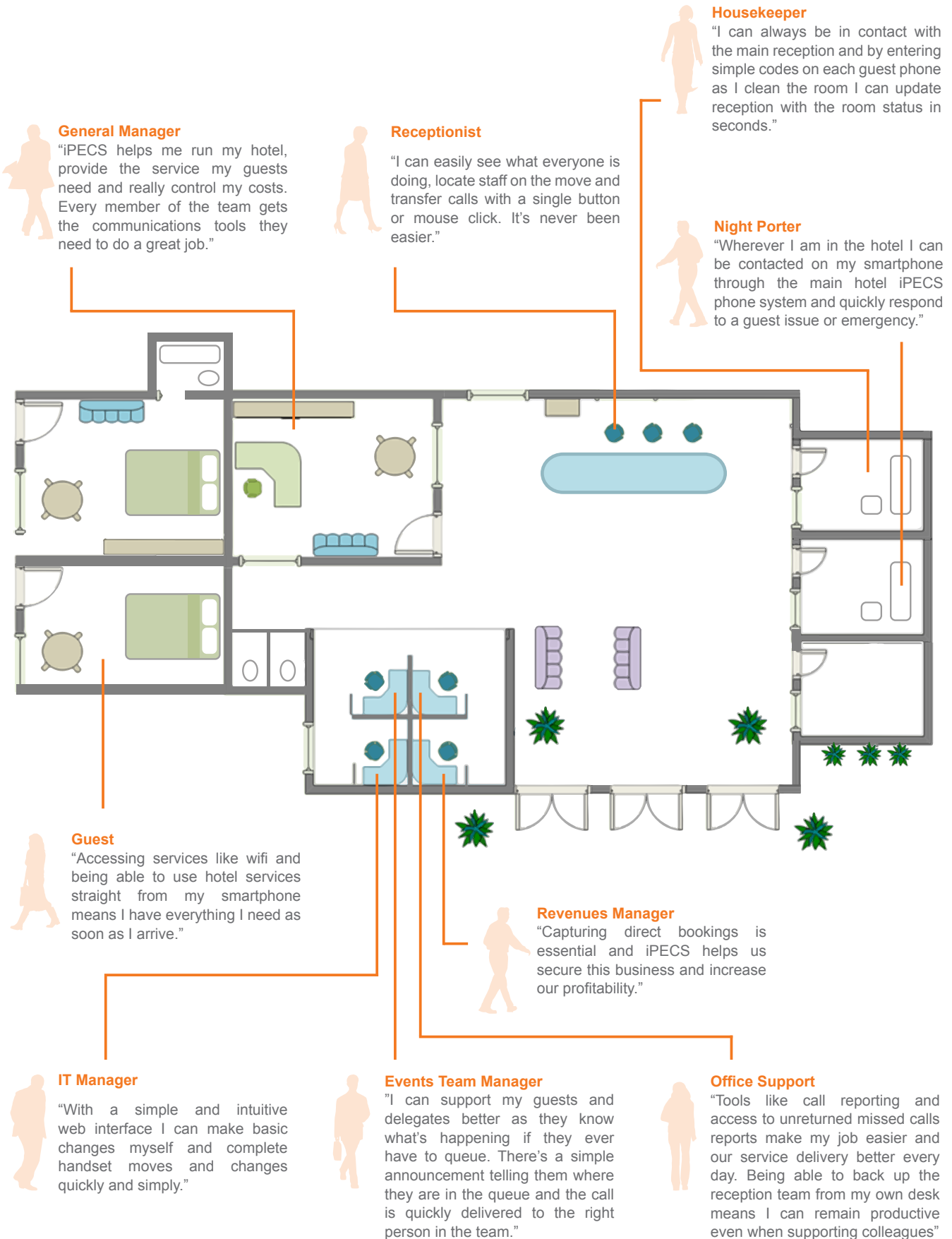
The New Normal

With the only constant being change there is no normal and guests are constantly challenging hotels to deliver new and different experiences, better value pricing and greater levels of service. iPECS communications platforms and applications can help your team to win in this new world through better communication and collaboration.

With these pressures and challenges there is no single answer to winning in todays competitive hospitality landscape. iPECS is part of the answer and feeds the flow of communications between your prospective guests, current guests, returning guests, booking teams and the whole hotel staff. Win with iPECS.



Communication for all of your team



Enhance Your Guests Experience

Equipping your team with the right tools and support to deliver outstanding service will help ensure every interaction with your guests is positive. iPECS provides the right support and knowledge at the right time to always enhance your guests experience.



Tailored guest services

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

Mobility for better and faster guest service

- Wifi / DECT solutions enables your staff to be mobile and accessible in order to provide responsive guest service.
- Quickly and easily connect to any member of the hotel team, anywhere on their mobile phones to ensure guests get the rapid response they need.

Tools for your reservation team improves communication and ensures you capture more direct business

- Minimise customer waiting times and increase hotel marketing activities using iPECS call centre applications
- Provide personalised service or customised marketing promotions for guests by integrating telephony into your hotel CRM, PMS or sales database

Enhanced communication capability

- Room phone service with voice mail offering guests quick access to services.
- Recorded information about hotel services is available to guests to learn about offers or local information
- One-touch access to all services such as room service, gym or spa

Increase Your Revenue Streams

iPECS can support your efforts to increase revenue by helping you to engage each and every customer and each and every member of your team. Through enhanced communication services every guest can easily access services and capture information that helps you increase guest billing. Through iPECS advanced call handling you can also ensure you capture every opportunity to win business from incoming calls and opportunities generated through your website.

Rich IP Communications features

- iPECS communications platforms are designed to be 100% IP and enable hotels to build flexible, modular and powerful communications
- Value added hotel services can be easily accessed throughout the hotel.

Voice and video conference

- Ensure your team stay 100% up to date with all the latest offers and services and are motivated to communicate them to your guests using video and voice conference meetings

Hospitality contact centers for better customer interaction and guest services

- Prioritise calls from preferred guests or from the concierge floor.
- Offer appropriate messages or property advertising for guests on hold.
- Ensure your team is providing great service and rapid response times by monitoring calls and queues and reviewing statistical reports..

Mobility

- Enhance meeting and conference services by providing guests or event managers with mobility by paired link to their guestroom and their mobile phone with mobile extension.
- Enable delegates to answer their calls on their Wi-Fi or DECT phone, 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 maintaining high quality guest services as well as improving team efficiency and productivity.

Seamless communications with Unified Communications

- Presence based communication with iPECS 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
- Let staff use their personal handset for work (BYOD: Bring Your Own Devices)
- iPECS UC mobile app



iPECS UC for iOS



iPECS UC for Android



UCS Desktop

IP Attendant Hotel for small and boutique hotels

- Ericsson-LG iPECS Attendant is a simple and affordable PC-based tool to control room status, room charges, hospitality communication and even simple PMS functions.
- With an easy-to-use interface answers to guest questions and requests are only ever a mouse click away
- Routine tasks such as setting multiple wake-up calls, DND and check-in/ check-out can be completed efficiently so your team can devote more time to looking after your guests.



iPECS IP Attendant Hotel

Reduce Operational Costs

iPECS can help you reduce major cost areas by using a single IP network to manage your voice and data communications as well as reduce call costs by using SIP connectivity. This combined with iPECS modular architecture means you can deploy the physical technology as you require avoiding expensive cabling and network operator restrictions.

Centralised network management and remote monitoring

- Save money and gain efficiency by having a centralised, automated, and remotely managed network.
- Receive email notifications when an alarm is triggered on the system.
- Proactively respond to system alarms and significantly reduce the cost of downtime.

Embedded recording features in iPECS Attendant

- Guest calls or external calls to Attendant can be recorded and replayed.
- Call Record reports including time, attendant detail and phone number.
- Caller ID, called name and recorded file are all available.

Open & standards based architecture

- Leverage the benefits of network services like SIP trunking that can reduce call costs and deliver enhanced services.
- Easy integration of cloud-based services and business continuity plans.

Reducing staff training requirement

- Ericsson-LG hospitality solutions can reduce training requirements within a busy hotel environment. With an easy and intuitive interface new staff quickly become effective.

Power saving with Ericsson-LG IP phones

- iPECS LIP-9000E/IP88000E series handsets comply with the latest recycling directives and deliver power efficiency that helps your hotel stay green and power efficient.



iPECS Open Integration

Ericsson-LG iPECS Hospitality Solutions are designed to work as part of your workplace and provide integration into all aspects of the hospitality operation. Open integration into PMS solutions such as Micros-Fidelio and Tiger TMS ensure telephony is accessible and integrated into every part of your business.



- Deliver consistent experiences across multiple devices
- Fully integrate telephony into your own PMS and applications environment
- Terminals ranging from analog to multimedia IP Phones
- Value-added applications including attendant, mobile solutions and contact center
- UC & Collaboration solutions

Micros Fidelio

Integrate your PMS with iPECS

- Deep integration with Micros-Fidelio embedded into the iPECS
- Manage a single view of your guest across telephony and other services
- Check in/out, wake up call, room status, room cut off from a single point



Open PMS Integration

Integrate easily with your PMS

- Standards based open integration ensuring you can fully integrate iPECS into your applications
- Bi-directional interface ensures you can easily integrate and access services like check in/out and call accounting
- Integrated billing data ensuring you can accurately charge for services



iPECS UC Overview

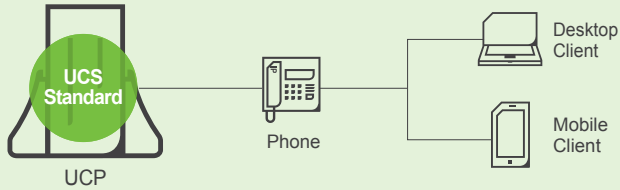
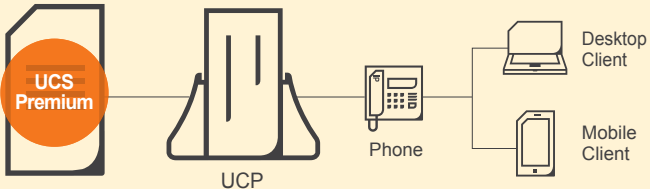
iPECS UC delivers the tools and features to support your team

iPECS UC Features

<p>Evolving to your needs</p> <p>iPECS UC can scale with your business as your needs and requirements develop from UC standard to premium.</p>	<p>Mobile Client (Android/iOS)</p> <p>Enhance your mobile communications with all of the power of your iPECS UC solutions using a simple to set up application.</p>	<p>Video Conferencing</p> <p>Six party video conference, sharing document, desktop, and application.</p>	<p>Presence & IM</p> <p>Easily connect with colleagues over phone, video, instant messaging or web collaboration.</p>	<p>Outlook Integration</p> <p>Integrate Microsoft Outlook into your iPECS with simple integrations of schedule, contacts and click to call.</p>
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※ UCS features depend on standard and premium version.

iPECS UCS server types

<p>Type 1</p> <p>UCS Standard (Built-in)</p> <ul style="list-style-type: none"> □ Built in UC Server for iPECS UCP □ Cost effective and easy to deploy 	
<p>Type 2</p> <p>UCS Premium (External)</p> <ul style="list-style-type: none"> □ External Windows UC server* □ Advanced features, collaboration tools and capacity <p style="text-align: right; font-size: small;">*For PC spec see datasheet</p>	

iPECS UCS main features

- Call control: Control all of your calls and telephony from your desktop or mobile client
- ClickCall: A simple mouse click to dial numbers from your screen
- Chat Instant Messaging: Chat to colleagues and collaborate on simple questions and information exchange
- Call Through/Call Back: Call through your main office system and secure reliable and cost effective call rates
- Outlook integration: Outlook contact and schedule synchronisation
- Audio Conference Manager: Voice conference (Ad-hoc, Room, and Group), easily invite attendees using drag & drop
- Video Conference & Collaboration:
 - Video conference up to six colleagues on UCS Premium including screen sharing, white board & web push functions
- Visual Voicemail: Manage all of your voicemail on your PC, smartphone or tablet



iPECS Enhanced Applications

Every business has different communications needs and iPECS is designed to be tailored to your specific market sector and organisation. Ericsson-LG Enterprise offers various applications to help you build a unified communications strategy that meets the needs of every part of your business.



iPECS Attendant (Office & Hotel)

iPECS Attendant

An operator console which helps your receptionist or front desk staff handle high call volume.

- Operating without an external phone
- Call recording / Call statistics / Call history
- Presence, short cuts and on screen call control



iPECS IPCR

iPECS IPCR

A call recording and monitoring solution tightly integrated with iPECS Call platforms and contact centres.

- Centralised or distributed call recording
- Encryption enabled call recording
- Multi party conference call recording up to 13 party access
- Trunk-based recording
- Announcement file play during call



iPECS NMS

iPECS NMS

A powerful web based Network Management tool designed to permit rapid response to system alarms, remote access, analyse system statistics and provide issue alarm notification.

- Fault management and real time system monitoring
- Web based client access
- Traffic statistics

Integrated Applications

The iPECS open architecture means that integrated third party applications are able to leverage the full power of the iPECS platform and ensure you can build a complete solution around the platform.

icall suite

Productivity Through Intelligence

icall is designed to integrate into the iPECS platform and use the data and system functionality to deliver you greater insight and control of your communications platform. icall modules cover call reporting, recording and desktop call control.



report

Log and analyse your communications

- Customised and scheduled call reports and analysis
- Real time dashboard and wallboard displays

record

record your calls for training, compliance and assurance

- Simple retrieval, play back and call evaluation
- Easily record ISDN2, ISDN 30, Analogue or SIP trunks

connect

Bring your telephony to your desktop

- Screen pop and click to call from your favourite applications
- See colleagues presence and share a company wide address book



icall report dashboard



icall record

PHONE-LINK

Integrated telephony from your desktop delivering call control and full integration into Hospitality specific applications such as property management systems

- Screen popping of key applications
- Integration into Microsoft Outlook and other applications
- Share presence busy status and internal messaging
- Click to dial from websites or applications



PHONE-LINK Desktop Call Control

About Ericsson-LG

Ericsson-LG is a joint venture company between Ericsson and LG Electronics, founded in November 2005. The combination of two of the world's largest technology companies delivers market leading communications solutions to enterprises of all sizes.

Ericsson-LG empowers enterprise customers and telecommunications operators around the world, with a full range of cutting-edge wired, wireless and optical telecommunications and networking technologies.

Ericsson-LG has 1,200 employees including 700 R&D manpower and is head-quartered in Seoul, Korea, with its R&D center in Anyang, Korea.

Ericsson-LG Enterprise Solutions (ES) division has 250 employees including R&D resources with a prime strength in designing, developing, manufacturing and marketing voice solutions.

Ericsson-LG Enterprise operates in over 60 countries around the globe and has been in the communications market for over 40 years. This heritage and market presence mean they truly understand enterprise communications and what it takes to provide reliable, resilient and highly featured communication platforms that help you win.

About Us

With over 3,000 systems installed in the UK, Digitel is a recognised leader in the design, installation and maintenance of communications solutions.

Digitel has been working with Ericsson-LG for over 20 years and over this period Digitel has received many top awards, including international recognition from Ericsson-LG. Digitel's most recent award included a 'Special Achievement' Award at Ericsson-LG's Global partners conference with 53 countries in attendance.

Whilst these awards take into consideration sales performance, they also reflect Digitel's on-going commitment to Ericsson-LG products and excellence in customer support. Digitel are a unified communications solutions provider of any-where, any-time communications. Our end-to-end all-in-one solutions directly help businesses to reduce communications costs, increase operating efficiency and enhance customer service. We achieve this by enabling people to communicate and collaborate more effectively, streamlining processes and helping customers bring innovative multi-media solutions and services to meet and exceed our customer's requirements.

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