Avaya
communication

GuestWorks® System

The Total Hospitality Communications Solution for Your Guests and Your Business

Converged Voice and
Data Networks

Customer Relationship
Management

Unified Communication

Supported by:
Avaya Labs and Services

Communication without boundaries

Designed to please your guests, build staff productivity, and

simplify your communications management...

Avaya's *GuestWorks*® System is designed to help you offer guests

world-class hospitality and a superior level of convenience that

can help make your hotel stand out from the competition in the

new Customer Economy.

This integrated, turnkey solution offers easy-to-use, easily

managed tools to help enhance staff efficiency and operational

performance—and do it all cost-effectively.

Best of all, this "total solution" approach makes the Avaya

GuestWorks System the single source for all the communications

power you and your hotel need.

Easily Adapted to Your Needs— and Just as Easy to "Grow"

The *GuestWorks* System integrates leading-edge Avaya *DEFINITY*® system capabilities into turnkey solutions for the hospitality industry.

Offering a long list of features and functions, the *GuestWorks* System provides hotels with the tools to offer world-class hospitality at an affordable price. And, the system comes in a choice of server sizes and capacities to meet your specific needs.

The stackable *GuestWorks* Enhanced Single Carrier Cabinet (ESCC) is designed for hotels with more than 100 rooms, and offers packaged applications for 125, 250, and 500 rooms, utilizing a single carrier cabinet. Using multiple cabinets, *GuestWorks* ESCC capacity can be increased to 25,000 lines—offering plenty of room for growth without investing in a whole new communications platform.

GuestWorks also supports Internet Protocol (IP) so you can connect sites and share capabilities via a virtual enterprise network, and reduce costs by combining voice and data traffic over the same network resources.

Guest Records from Check-In to Check-Out

Avaya *GuestWorks* System can integrate with most industry-leading Property Management Systems (PMSs) to share information, enhance total operations, and help protect existing PMS investments.

Together, the *GuestWorks* System and PMS automate your record keeping, for up-to-the-minute information on room, guest, and telephone status. For example, housekeeping staff can call into the telephone system and enter a code to indicate that a vacant room has been cleaned, and the system passes the information

along to the PMS. Or, when information is entered into the PMS as a guest checks in (or checks out), the *GuestWorks* System can automatically connect (or disconnect) the guest's telephone service.

eBusiness Capabilities That Help You Stand Out in Your Guests' Eyes

Avaya *GuestWorks* System allows you to offer guests flexible, convenient eBusiness capabilities that will make their stay pleasant and productive—which means repeat business and good "word of mouth" advertising for you.

For instance, you can offer guests in-room connection for their laptop PC or fax machine in addition to telephone service. It helps business guests easily "connect" to their offices, colleagues, e-mail, the Internet, and other communications tools even when they are traveling.

In addition, with the *GuestWorks* System's intelligent, automated routing, guests or external callers can directly reach a guest room simply by knowing the guest's name.

In-Room Amenities That Are Sure to Please Your Guests

The Avaya *GuestWorks* System also enhances hospitality with a variety of in-room services that guests will find appealing as well as convenient. For example, the system lets you provide automated wake-up calling services—allowing guests to use their room phones to automatically activate their own wake-up calls. Guests who are sharing a room but not the same schedule can even request *two* wake-up calls on the same extension.

You can also provide your choice of wake-up messages: a simple ring or tone, optional music or guest-programmable messages, or recorded marketing announcements customized for your hotel. (*"This is the wake-up call you requested. Won't you please join us for breakfast in our Coffee Shop?"*)

With the Avaya *GuestWorks* System, you can also allow guests to dial the front desk, concierge, room service, housekeeping, or other hotel departments with the touch of a single button.

In addition, with automatic selection of Direct Inward Dialed (DID) numbers to guest rooms, you can provide guests with direct dialed calls without revealing their room numbers to callers. This feature increases guests' satisfaction *and* their sense of security. And that's not all...you can assign a unique DID number for your repeat VIP guests. Therefore, whenever they stay at your property, they will always have the same telephone number.

Offering Guests the Benefits of Voice Messaging

Avaya *GuestWorks* System easily integrates with optional personal voice messaging to offer guests, staff, and callers even greater convenience and flexibility.

With the easy-to-use Avaya *Intuity*™ Voice Messaging System for Lodging, each guest receives an individual voice mailbox that he or she can customize with a personal message, in his or her own voice. By linking the messaging system with the PMS, the *GuestWorks* System can automatically open a voice mailbox when a guest checks in and close the mailbox when the guest checks out.

Avaya ESCC

Revenue from Accurate Guest Phone Billing

Because each guest's name and room number are linked in the PMS and *GuestWorks* systems, you and your guests get more accurate recordkeeping and billing. In addition, the Integrated Answer Detection feature of the *GuestWorks* System helps you accurately capture guests' outbound call data, including calls of less than 60 seconds duration and calls that were not answered.

This allows you to accurately charge guests for short duration calls that are not typically billed by call accounting systems—increasing revenue opportunities for your business. At the same time, it prevents guests from being charged for calls that did not go through.

Guests can access their messages from any touch-tone phone, *anywhere*, 24 hours a day. The interface for using the messaging system is available in a choice of selected languages, so you can accommodate guests' language needs or preferences.

The Avaya *GuestWorks* System also supports message waiting notification, so guests can be automatically alerted to waiting messages by a neon or LED light or, for the visually impaired, a stutter dial tone on their room phones. As a unique service, you can even allow guests to access unretrieved or undeleted voice messages up to 24 hours after check-out—ideal for busy travelers who might need some extra time to handle all their messages.

Best of all, your guests can be easily accessible to family, friends, business associates, or anyone who needs to reach them. And, the messages that guests retrieve are unaltered and intact, in the caller's own voice—never miscommunicated by a third party.

Personal voice messaging for guests has the extra benefit of freeing your employees from time-consuming messaging tasks. In addition, system-wide voice messaging helps improve internal communication among employees, plus makes your staff always "reachable" to guests, vendors, suppliers, and other important callers.

Tools That Please Guests and Help Your Staff Work More Effectively

With the Avaya *GuestWorks* System, a variety of call-handling capabilities help boost productivity while enhancing guest services. For example, automated call routing and caller self-service options allow your front desk staff to attend to guests' needs rather than answer routine phone calls.

The Automated Attendant can route calls directly to guests, by room number or guest name. Or, the Attendant can provide callers with recorded information such as directions to your hotel, your restaurant hours, meeting room information, or local weather reports. Unlike systems that require additional investment in third-party announcement boards, the *GuestWorks* System has an integrated board that allows up to 256 recorded announcements.

For calls that require personal attention, the Avaya *GuestWorks* System helps ensure that calls are handled even at your busiest times, by alerting backup staff members when they need to pitch in to help with calls. And, a wide array of system-enabled telephone options help your operator, front desk manager, or other live attendant handle calls with greater speed and efficiency, at the simple touch of a phone button.

To simplify system management, the Suite Check-In feature allows you to check in a guest room with multiple phone extensions by using a single message command. It's a great way to boost employee productivity.

Safety First, for Everyone

Avaya *GuestWorks* System helps you ensure the safety of your guests and staff if there's a potential emergency on your premises:

• When a guest leaves a room phone off the hook, an "emergency" call is automatically routed to your operator or other attendant for inquiry or action.

- If a guest or employee calls an emergency number—such as 911—the system alerts staff to the call and where it originated, so emergency personnel can be directed to the right location when they arrive on the scene. The system not only provides visual and audible notification to the attendant console and/or other designated stations—it also logs a call report into a system journal, for a hard copy record.

- As an added feature, 911 call notification can be sent to multiple digital pagers, alerting specified employees to an emergency. This Crisis Alert page can include information about the caller so that your employee will know where to send the emergency personnel when they arrive. This value-added feature increases guest safety by improving emergency response times.

Better Communications Management All Around

In addition to integrating with your facilities' Property Management System for combined guest and telephone services management, the Avaya *GuestWorks* System offers other ways to help you manage your communications.

The system works with industry-leading call accounting systems to help you identify, allocate, control, price, and bill your communications costs. For example, with call accounting and your *GuestWorks* System, you can:

- Track calling usage and patterns on demand, in real time, for closer control.

- Fine-tune network services with precise analytical reports.

- Provide multilevel pricing for profitable room extension markups.

- Take advantage of inventory services and reporting that are vital to system planning and budgeting.

- Capture call data for accurate billing.

The Avaya *GuestWorks* System also helps you enhance communications cost-effectiveness and efficiency throughout your operations. For example, you can control outbound calling privileges—and costs—based on the call destination and/or room number. For inbound calling, a Basic Call Management System (BCMS) feature provides hunt group measurements to help you evaluate efficiency.

And for hotel chains or companies with multiple sites, you can reprogram or update multiple *GuestWorks* Systems online from a central site. It saves time and costs, and helps ensure consistent administration across all your locations.

Telephones Complete the Picture

To help your guests and staff take advantage of all the capabilities of the *GuestWorks* System, Avaya offers easy-to-use, feature-rich telephones.

For example, the Avaya 6400 Series Telephones integrate easily with the system and come with an array of built-in, programmable features to help you meet different communications requirements throughout your property. The telephones work with optional voice messaging and include LED status lights to alert guests and staff whenever they have a message waiting.

A 24-port analog card with Caller ID allows a hotel guest to view calling-party information—such as the telephone number and name of the calling party—on an analog telephone with a Caller ID display.

Optional Avaya expansion modules let you add line appearances and flexible feature buttons for your front desk, main business office, or other areas with high-volume calling. There are also Avaya consoles designed for operator, switchboard, or front office call handling.

In addition, the Avaya *GuestWorks* System supports a wide range of analog voice terminals with features designed especially for the lodging industry.

Unique Quality and Reliability

With the *GuestWorks* System, your communications needs are backed by all the quality and reliability of Avaya. In addition, 24-hour-a-day, seven-day a week service and support are available.

To find out more, talk to your Avaya representative. And be sure to visit our Web site.

avaya.com/solutions

GuestWorks Server Specifications

Dimensions

- Enhanced Single Carrier
  Cabinet (ESCC)
    - Width: 27" (69 cm)
    - Depth: 22" (56 cm)
    - Height: 20" (51 cm)

- Heights for additional ESCC
  carrier systems
    - Two-cabinet system: 39" (99 cm)
    - Three-cabinet system: 58" (1.5 m)
    - Four-cabinet system: 77"
      (22 m cm)

Environmental Conditions

- Temperature Limits: 40–120° F (4–48° C),
  continuous operation 40–110° F (4–43° C)

- Humidity: 10–95%, noncondensing

Power Requirements

- ESCC: 110 volt, 60 Hz, 12 amps

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