

Hospitality

USE CASE

How custom-fit UCaaS & Call Center capabilities drive efficiencies and revenues for hospitality.

Many hotels, motels, and B&Bs have multiple properties that are using disparate phone systems. Their guests expect smooth communications, including the ease of being transferred to the right person or department without waiting on hold when the person(s) at the front desk is busy helping other guests. They need one system for all locations that provides the rich feature set they need to keep their customers happy and run their business efficiently.

The Challenge

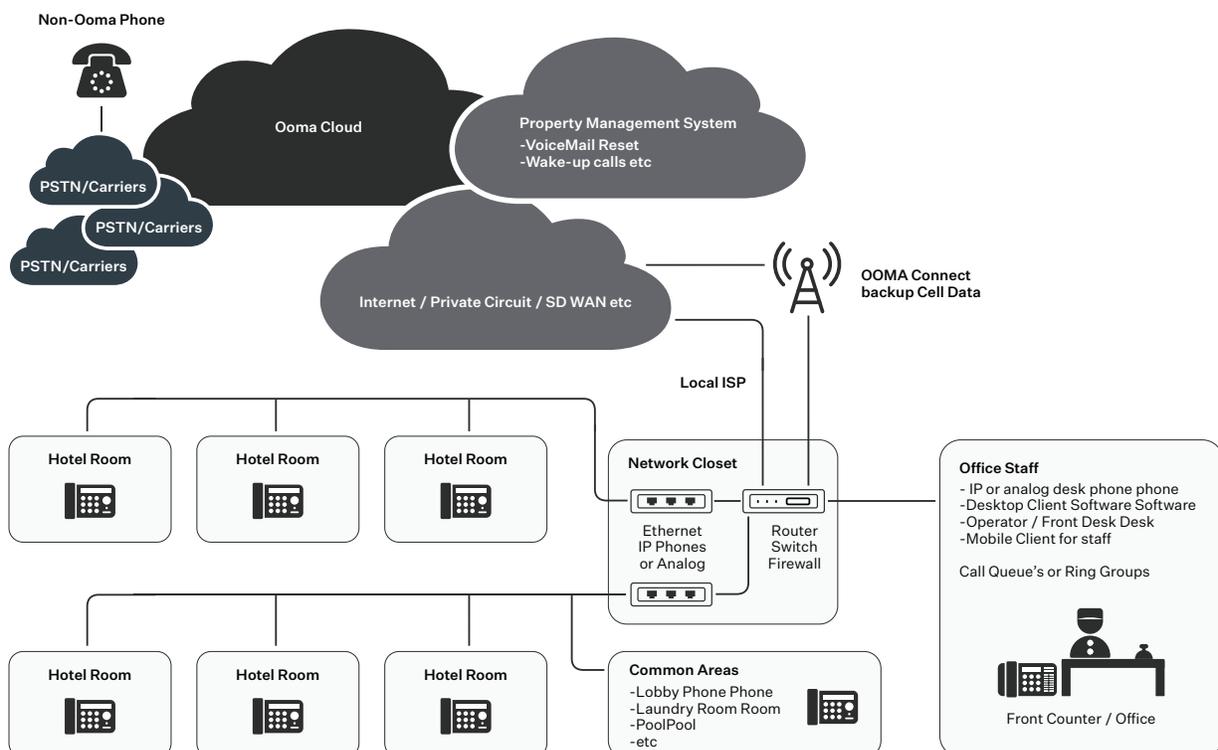
Hotels and motels with aging PBX systems frequently have analog phones in each room. Their phone systems require hardware maintenance and they are very challenging to update or customize, which usually means these properties are not providing modern amenities that their guests have come to enjoy. In addition, some realize they need better broadband connectivity to provide good quality Wi-Fi for their guests.

Hotel and motel chains want to integrate their communication systems into their CRM, reservation booking, and customer loyalty point systems so they can track and service customers faster and more accurately, which builds loyalty and satisfaction that drives repeat business and referrals.

The Solution

Instead of ripping and replacing the entire system or managing various vendors for broadband connectivity and telephony / PBX capabilities, hotels and motels have switched to Ooma Enterprise.

They get dedicated, high-touch project management and customer success heroes that design one comprehensive solution that includes UCaaS and call center that is customized and deployed without business disruption.



Ooma Enterprise delivers efficiencies across your communications ecosystem.

Dedicated success heroes and project managers assess your Internet architecture and deliver a highly efficient system with advanced call routing and integration into property management systems.

Ooma's platform provides top quality and security with redundancy across 7 data centers (4 in North America.) and Ooma works with Multiple Carriers to provide the best rates.

With Ooma Enterprise, hospitality companies receive:

- Business-class UCaaS and call center capabilities with directory and extension-to-extension dialing from any location, including regional or home offices.
- High density analog gateways into modern communications using your existing analog phones and wiring (enabling you to retire your aging on-premise PBX system.)
- Auto attendant with professionally recorded outgoing messages and customized menus that can route calls to individuals or ring groups such as front desk, housekeeping, food service, maintenance.
- Mobile app & built-in UCaaS capabilities so front desk clerk can take calls from anywhere.
- Click-to-call capabilities from your device of choice.
- Reception load sharing capabilities so one person can answer incoming calls for multiple properties.
- Existing ring-down devices can continue to be supported.
- Staff presence allows team members to see each other's status in real-time.
- Voicemail transcriptions and text-to-speech in multiple languages.

Ooma Enterprise can integrate into:

- Popular property Management Solutions
- CRM and office productivity systems such as Salesforce, Office365 and Microsoft Dynamics
- Customized SaaS solutions developed for hospitality franchise home offices.



Ooma Enterprise



Collaborate. Share. Connect.

Video meetings, softphones, desk phones, and mobile apps. Each endpoint is customized to fit the needs of all your users.



Customizable. Flexible. Scalable.

Forget about being force fed cookie-cutter solutions. We'll do tailored integrations that perfectly fit your business.



Network Security. Redundancy. Reliability.

Our network provides unparalleled voice quality which connects your users across the shortest distances between 7 global POPs.

Learn how Ooma can help your hospitality business with greater efficiencies, cost savings, and a better employee and guest experience.

<https://www.ooma.com/business-phone-service/hospitality-services/>