

Spark repeat hotel stays with a personalized guest experience

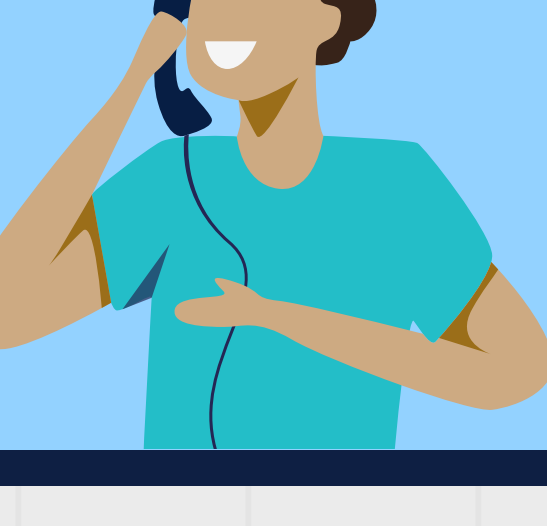
Elevate service, improve reviews and grow revenue with an advanced unified communications and collaboration platform

- **Delight guests** with hotel experiences that reflect their unique preferences.
- **Personalize engagement** through a deep understanding of customer needs to deliver exceptional service.
- **Offer guest-centric amenities** to drive repeat stays, positive reviews and brand loyalty.

Unified Communications (UC) for Hospitality is a complete cloud calling and collaboration experience for your hotel.

81%

of hoteliers believe it's very likely that technology will be more important for their success in the next five years.¹



Personalize their experience

Long-term guest loyalty — and revenue growth — are created by anticipating visitors' interests and preferences. UC provides new ways for hotels to personalize their services. These can include customized wakeup calls, phone greetings and language settings.

Get real-time access to transaction history, housekeeping status and minibar reporting.

Empowering staff with a rich array of guest information can also unlock additional upsell and cross-sell opportunities.

Customize welcome greetings for a particular room or group.

For example, create a unique message for members of a visiting wedding party to add a personalized touch guests will remember. You can also customize UC language settings for individual guests. The exceptional experiences enabled by such a personalized approach can inspire return visits and help grow referral business.

43%

of hospitality organizations are planning to increase investments in managed services to help with network connectivity, technology consistency and communications challenges.²



Make collaboration simple and seamless

The right UC solution can provide flexible and secure integration with your hotel's property management system (PMS), which empowers staff to use the systems they already know while simplifying the ways they serve visitors. Guests benefit from improved service standardization and better real-time collaboration among employees.

62%

of hotel employees perceive employee-facing technologies as empowering.³



Boost productivity

The demands on hotel staff never let up. Enable your teams to manage guest needs swiftly and effectively, as well as deliver the premier service guests expect. The right UC solution can:

Customize communication channels by group or department, such as guest services, facilities and operations, to streamline workflow and share images, files and documents within the team.

Equip staff to collaborate seamlessly and in a variety of ways with integrated voice services, instant messaging, video conferencing, content sharing, meeting capabilities and mobile apps.

Modify room and guest settings more quickly and easily with a solution that's integrated with your PMS.



Streamline operations and minimize costs

To remain a step ahead of the competition, hoteliers must streamline operations, enhance communications and sharpen efficiency across their property or among several properties. With a UC solution designed for hospitality, hotels can:

Leverage existing telecommunication investments with a service that works with existing analog guest room phones to help control costs.

Rely on fixed and predictable expenses with services that replace upfront capital costs with a single monthly bill.

Free up staff to focus on delivering exceptional guest experiences rather than managing inefficient, manual processes.

Benefit from a single platform that connects mobile devices, desk phones and softphones, allowing staff to work seamlessly from anywhere.

Provide guests and security staff peace of mind by remaining compliant with enhanced 911 (E911) laws.

Ensure consistent brand experiences with a cloud-based solution that can quickly and easily be rolled out to one or multiple properties.



Unified Communications for Hospitality from Spectrum Business[®]

is a comprehensive, fully managed solution designed to address the unique communication needs that hotels have throughout their properties — from guest rooms to the front desk and back office — so that staff can more easily deliver an exceptional guest experience.

HOTEL

Collaborate from anywhere and delight guests everywhere

Partner with our unified communications experts and join over 95% of today's top hotel brands that rely on Spectrum Business for technology solutions. Our Unified Communications for Hospitality solution empowers hotels to offer innovative new guest amenities, manage their operations with ease and grow their business. The comprehensive, fully managed solution supports IT staff with a simpler, single-provider solution backed by comprehensive, industry-leading service-level agreements.

Discover how Spectrum Business helps enhance the guest experience with unified communications tailored to the unique needs of today's hotels.

[Learn more](#)

¹ Jordan Hollander, "75+ Hospitality Statistics You Should Know (2024)," HotelTechReport, November 1, 2023.
² "IDC Survey Spotlight: Challenges in Hospitality and Dining Drive Increased Investment in Managed Services," Doc # US49228623, IDC, August 2023.
³ Mehmet Erdem and Robert Firpo-Cappiello, "2024 Lodging Technology Study: Digital Transformation & ROI," Hospitality Technology, site accessed April 2025.