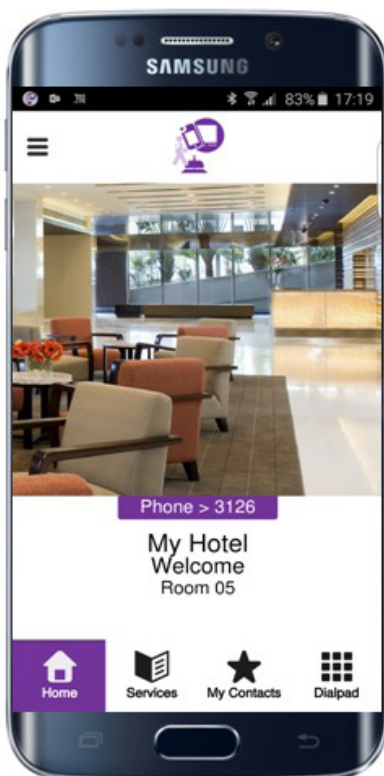# ALCATEL-LUCENT ENTERPRISE MOBILE GUEST SOFTPHONE

MOBILE APPLICATION ENABLES GUEST BRING-YOUR-OWN-DEVICE (BYOD) SERVICES FOR THE HOSPITALITY INDUSTRY

Smartphones have become nearly ubiquitous, with people using them at work, home and on the move to interact with their environment and stay connected. These devices give users the freedom to access their choice of information, services and applications at any time or in any location.

Hotels can take advantage of these connected devices to offer guests a better way to interact with their services and facilities.

Phone > 3126

My Hotel
Welcome
Room 05

Home   Services   My Contacts   Dialpad

The Alcatel-Lucent Enterprise Mobile Guest Softphone turns a guest's own mobile device into an extension of their in-room phone. The guest downloads the free application from popular online app stores, and then uses the app to scan a QR code. This auto-configures the app on the guest device based on credentials input by the hotel reception desk, via an easy-to-use web interface. The softphone requires no specific IT infrastructure (no configuration or PBX provisioning), and because the wireless LAN is used to access the service, calls within the hotel network are free of charge, and all outgoing calls are added to the room bill.

BENEFITS

- Stand out from the competition: Offer seamless, round the clock access to hotel services via hotel-branded mobile application on guest devices
- Allow guests to control their communications costs:
  - ¬ By allowing them to call hotel services or other guest rooms for free from their personal devices while inside the hotel wireless network.
  - ¬ By enabling them to use hotel telephony services to make outside calls with their own devices at local rates, rather than more expensive roaming services.
- Reach guests anywhere within the hotel wireless network, without needing their private mobile numbers.
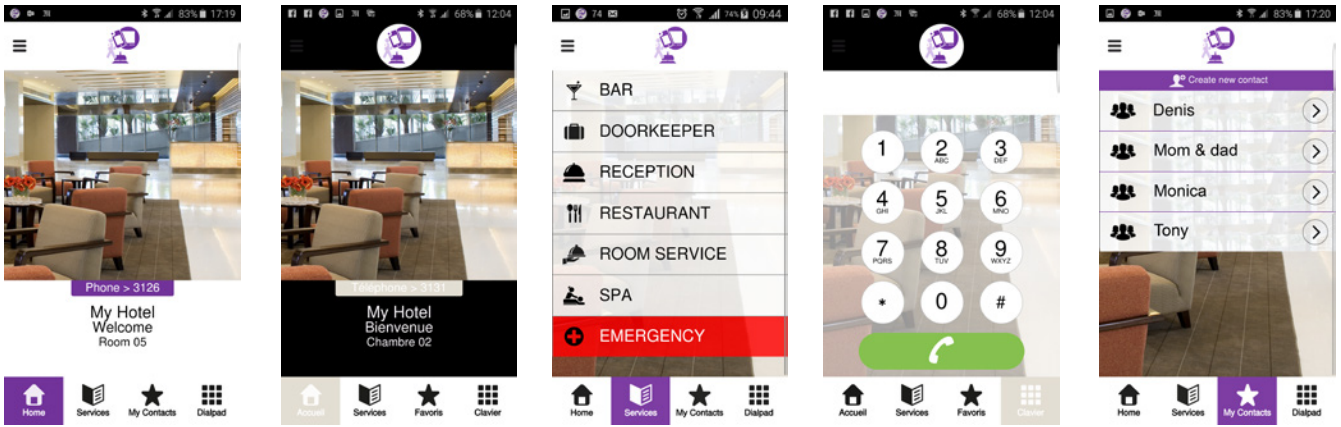- Create upsell opportunities by using the application to present hotel services with the ease of one-touch contact.
- Offer enterprise-grade VoIP quality, with industry-proven Alcatel-Lucent communication platforms.
- Maintain low capital and operational expense: no additional IT infrastructure or network adminstration are requried.
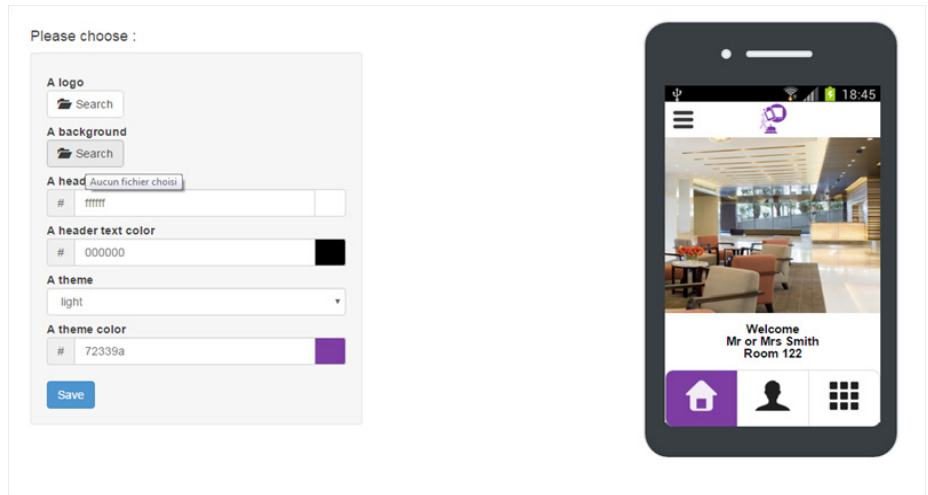
FEATURES

- Automatic registration and room association via QR code scanning: guest devices automatically become part of the hotel telephony system and are associated with their respective rooms. No manual provisioning required.
- Enables guest BYOD use, allowing them to access free in-hotel voice communications using their smartphones while within the hotel wireless network.*
- Hotel-branded Mobile Guest Softphone application available on the Apple® App Store and Google® Play for guest download.
- Simple dial pad, directory speed dial, and click-to-call
  - ¬ Embedded hotel directory to easily contact different hotel services.
  - ¬ A private directory for hotel guests for their favorite contacts within the hotel
  - ¬ Centralized management via web administration interface.
  - ¬ Software development kit (SDK) available to enable integration with existing eConcierge applications (details on the following page).

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• Inbound and outbound communications with caller ID for calling or called party.

• Multiple mobile devices can be associated with a room:
  ¬ Dynamic allocation depending on room occupancy (one or more guest devices).
  ¬ Automatic provisioning of the guests' devices in the hotel suite configuration within the Alcatel-Lucent OmniPCX® Enterprise Communication Server.
• WYSIWYG web administration interface and easy customization allow administrators to match hotel branding guidelines and numbering plan, define guest and employee profiles, manage telephony resources, define devices and associate them to rooms, and more.
• Mobile Guest Softphone SDK (APIs) enable telephony services to be integrated into existing eConcierge applications (with support from Alcatel-Lucent Partners).

HOW TO ORDER

• For more information on the Mobile Guest Softphone, a solution demo or a quotation, please contact your nearest Alcatel-Lucent Enterprise reseller.

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