ALE | **Where Everything Connects**

# Hospitality wins with Rainbow

Bring your guests, team and collaborators together with one mobile application

Alcatel·Lucent
Enterprise

**Rainbow for hospitality enables an enhanced guest experience and provides communication access to all hotel employees. A simple user interface is key to getting guests and employees up and running quickly.**

# Create opportunities in a challenging market

Digitalization in the hospitality sector is rapidly accelerating in an already competitive environment. From marketing, to booking, to guest engagement, the industry is focused on delivering superior room automation, enhanced digital guest interaction, and mobility.

In addition to improving the guest experience, digitalization provides a real opportunity for hoteliers to improve their entire business ecosystem. Two star hotels  and palaces guests age seven to 77 expect digital access. While guests still care about quality, focus is now shifting to the value added services that a hotel can offer. Establishments that respond to guest expectations with easy, mobile access can increase customer loyalty.
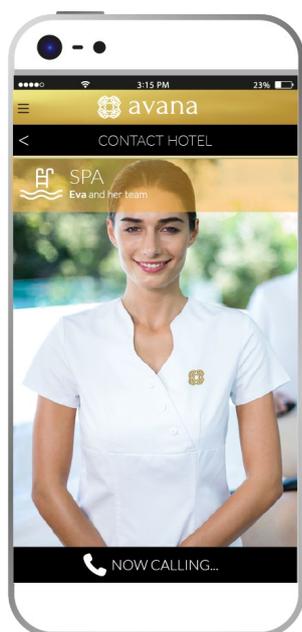
## A solution that satisfies

Rainbow for hospitality is an enterprise-grade application with an easy to use, intuitive user interface requiring almost no training. This is key in an industry where employment can be seasonal, and guests come and go.

Rainbow is delivered from the cloud. It provides:

- An open platform as a service (CPaaS) with a set of APIs enabling integration of the powerful Rainbow collaboration tools into existing in-house applications and business processes
- Security and authentication enabling administrators administrators to create, delete and modify accounts
- Analytics from a web interface
- Data privacy with collected information limited to the use of the hotel only

Rainbow connects users in a multi-channel mode, through Instant Messaging (IM), audio and video. Discussion groups, called *bubbles*, can be created according to function (e.g., security, lobby staff, cleaning staff) or for specific events (e.g., seminars and conferences). Users can communicate (one-to-one, or one-to-many) and they can get synchronized on several projects simultaneously. Employees otherwise not connected to hotel applications can easily use Rainbow.

# Rainbow use cases

The following use cases highlight the advantages of choosing Rainbow for hospitality.

- **Expand guest-facing hotel applications**: Integrating Rainbow API's into a hotel application can expand communications to include:
  - ¬ Interaction before, during and after the guest stay
  - ¬ Booking hotel, restaurant or spa services
  - ¬ Communication with staff by text or audio
  - ¬ Promotion notifications such as discounts or upgrades
  - ¬ Feedback on the quality of stay, after departure

In addition guests can reach hotel employees 'as required' and 'as approved' by hotel management.

- **Extend internal communication tools**: Rainbow for hospitality can enhance real-time employee communications for daily and special events. It provides:
  - ¬ Briefings between a department head and the team, or between an event leader and an associated team, can take place via their devices using chat or audio.
  - ¬ Employees can be reached by their team or guests as required and approved by hotel management

- **Integrated Artificial Intelligence**: Rainbow and AI can turn multimedia devices—such as the 8088 Smart DeskPhone—into an AI enabled butler. Many hotel chains enjoy this feature as it allows them to respond quickly to guests and it frees up employee resources to attend to other tasks.
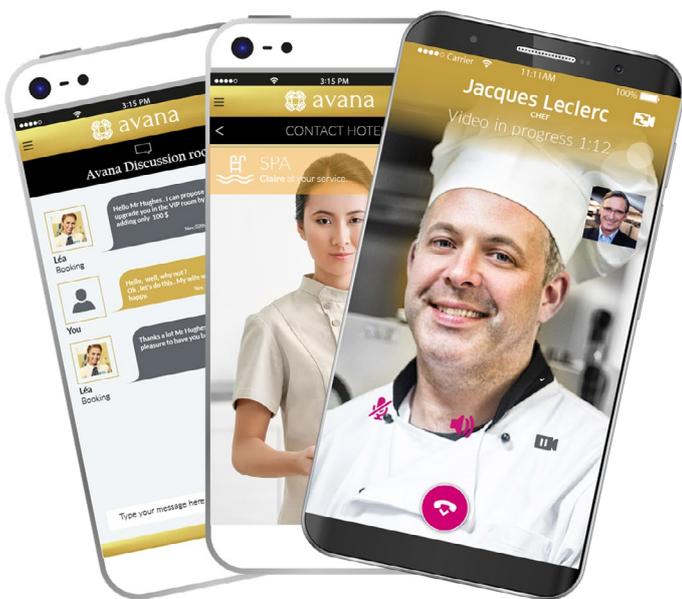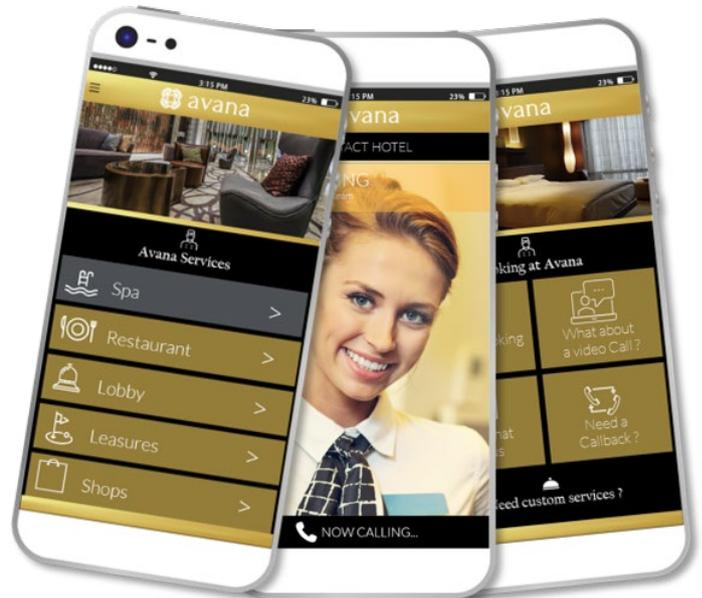
# Rainbow rewards

**Simple and cloud-secure**: This cloud-based solution can be used in any property with no compromise to privacy, due to the encrypted data flow between browser, apps and the Rainbow data center.

**Improved efficiency**: Rainbow can accelerate responsiveness to emergencies: Hotel employees can receive alerts from sensors, IoT and applications, as well as notify the rest of the team and guests.

**State-of-the-art technology**: Rainbow accommodates all standard-based devices, with an option to include Artificial Intelligence. From simple chatbots, to more comprehensive voice A.I.; capabilities simplify back office tasks, while providing efficient services for guests.

With Rainbow, guests can easily communicate with hotel personnel and employees can stay connected to provide a superior customer experience. Rainbow provides easy to use functionality to give hoteliers a powerful and enhanced digital advantage.

Start using Rainbow with your team for free: Visit www.openrainbow.com

# Want to learn more?
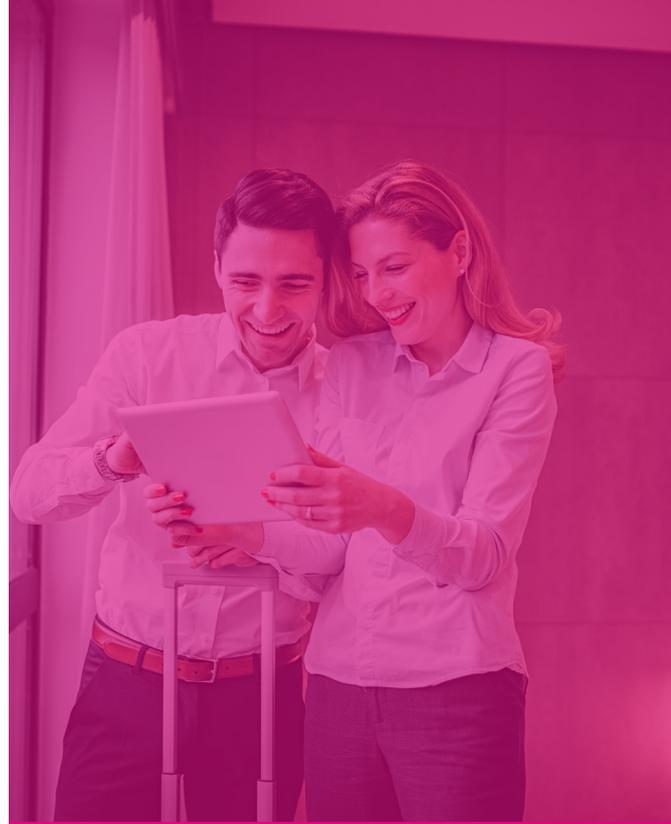
## Connected Hospitality

Where guests connect to personalized and memorable experiences. Where staff connect to deliver efficient, responsive services. Where your ecosystem connects to improve revenue, safety and guest engagement.

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