



### Hospitality Simplified

The number one objective of any hotel, cruise ship, specialty hotel, or convention center is to increase their occupancy rate while maximizing the customer's spend per stay. As any successful facility will agree, success stems from standing out from the competition and ensuring their guests feel special, comfortable and secure that their needs will be met.

Zendelity's **Guest Messenger Service** is a feature-rich messaging system that provides properties with a variety of ways to communicate with their guests using existing infrastructure.

The system offers sophisticated, yet intuitive wake-up calls with a variety of features not found in typical properties. Guest Messenger Service also includes a reminder service that a guest can use to manage their schedule while away from the conveniences of home, or their office. For groups, Guest Messenger Service offers unique group messaging options that allow groups to communicate and stay in sync.

One of our most compelling features is Campaign Messaging. Campaign Messaging allows hotel staff to promote available services as wake-up call messages, such as an empty spa appointment. Guests can be given a choice to press a digit and instantly connect to the correct person or service that will allow them to book that empty spa appointment, instantly turning a wake-up call into a revenue generating tool for the hotel or cruise ship.

### Key Features and Benefits

#### Wake-up Service

Zendelity Guest Messenger provides your customers with the opportunity to make the wake-up service their own. With an intuitive and user friendly telephony and browser based interface, guests have the ability to control their wake-up calls the way they want, when they want, so they feel confident and can sleep easy.

- Supports 8 voice languages.
- Built in "Snooze" feature.
- Wake-up calls can be scheduled ahead of time for a guests entire stay, or simply repeated.
- Multiple wake-up times per day can be set for each room.
- A default wake-up message can be recorded by staff daily, or set up in advance to have a different morning, afternoon, and evening wake-up message.

#### Campaign Messaging

Campaign Messaging provides staff with a simple and effective means of promoting a specific message to guests via wakeup calls. Campaign Messaging is a powerful feature that allows a property to promote services, fill unused spa appointments, vacant shore excursion seats, or offer room service as part of the wake-up process.

- Staff can dynamically initiate and cancel a campaign as needed.
- Campaigns can be scheduled to begin and end at specific dates and times.
- Each campaign can optionally transfer a guest to a specific extension.
- Wake-up calls are turned from a capital expenditure into a revenue opportunity!

## Group Messaging

Group events offer tremendous value to any facility as they increase your occupancy rate. With most of the attendee's time being spent on-site, groups increase the use of your services as well.

Zendelity Guest Messenger provides event managers with the tools they need to communicate with their attendees. Event managers can use the system to easily broadcast messages to their group. Messages such as schedule changes, meeting room changes or reminders are easily sent to group member rooms, further simplifying it for the event manager to ensure a successful event while providing the justification to return to your facility again next year!

- Group configuration can be done via PMS "Affiliation".
- Group managers can create messages on demand, or schedule them to be delivered at a specific time.
- Common group wake-up calls can be set.

## Reminder Service

A simple and easy to use guest reminder service which allows guests to set / schedule and manage their personal reminders while away from the conveniences of home. Guest Reminder Service could be used to help remember such things as, activities, meetings, medication schedule, appointments, etc.

- All of the same scheduling capabilities as a wake-up call.
- Private reminder message recorded in the guests own voice.
- Reminder messages can be set by hotel staff to remind guests of appointments for hotel services, tee-off times, or shore excursions.
- Staff can use the system internally for departmental reminders / messaging delivered to staff phones, or cordless handsets.

Zendelity Guest Messenger Service is an advanced messaging system that provides your guests with an easy to use tool for scheduling their time while providing your facility an opportunity to grow your revenue and better serve your guests.

## Event Messaging

Event Messaging is used for assigning subscribers (typically staff) to events and can be used as a means for communicating information with the appropriate first responders (i.e. security, medical, technical, etc.). Events are triggered by external interfaces / devices including manually triggered events from the Zendelity Web UI, automating the process in allowing your staff to effectively address different situations accordingly.

- Supports configurable SNMP traps.
- Safety Management System (RS485) integration (protocol dependent).
- Custom protocols and interfaces can be implemented through custom development.
- Any number of defined events with any number of subscribers for each event is supported.
- Subscribers can subscribe to multiple events.
- Manually trigger events from the Zendelity Web UI.

## Virtual Suites

Zendelity Guest Messenger Service can simplify the process of combining multiple rooms. Suites do not need to be predefined within the PBX as GMS acts as a proxy between your PMS system and the PBX PMS interface.

For example, a guest could book multiple rooms (1100 and 1101) to essentially create a suite. If a Virtual Suite for the 2 rooms is configured as 11000 the PMS system need only check-in 11000 and would not have to handle manually checking in the individual rooms for the guest as the GMS PMS interface will handle this. Any subsequent language changes, moves, check-outs etc., can all be done by simply passing the Virtual Suite number.

- Flexible room / virtual suite assignment.
- Multiple combinations supported.
- Protocol agnostic.

## PMS Web Service API

Our PMS Web Service API provides a means to integrate any number of PMS protocols, including in-house PMS systems. Let Zendelity's centralized property management interface do the heavy lifting.

- Multiple PMS protocols.
- Web service API providing easy of use, convenience, flexibility and familiarity for developers.
- Guest centric architecture
- Centralized.
- Import check-in / out from a csv file from our web UI in the event that your PMS system is down.

Let **Guest Messenger Service** extend the traditional and familiar wakeup call your guests are used to with advanced features.

In addition to supporting flexible wakeup calls (including group), GMS allows you to leverage the platform to deliver guest and staff enhanced messaging. This can include welcome messaging, reservation / excursion reminders, on-demand revenue opportunities (i.e. filling golf and spa vacancies, room service, etc.) as well as important departure information to name a few.

Event based messaging can be used for delivery of important emergency and safety notifications to appropriate staff or staff groups by integrating with System Management Systems (SMS) and SNMP.

Our phone presentation service allows you to custom tailor a guest's phone to their specific language and needs and GMS's web service based PMS API ensures there is no limit to the PMS integration possibilities.

## Integration

Zendelity Guest Messenger Service is connected to your existing IP PBX via SIP, avoiding costly hardware requirements and "per port" licensing.

- Connect using open standards (SIP).
- Performance capability of over 200 calls per minute.
- Industry standard hardware or virtual machines.
- Windows Server 2008 R2 and Windows Server 2012.
- Property Management System Integration.

Contact Zendelity for a complete list of available PMS and PBX integrations.



Contact us today to learn how Zendelity can improve your customer's experience, while driving incremental revenue and cost savings.

© 2015 Zendelity Corporation. All Rights Reserved.

Zendelity and the Zendelity Logo are trademarks of Zendelity Corporation and may be registered in certain jurisdictions. All trademarks identified by ®, TM or SM are registered marks, trademarks, and service marks, respectively, of Zendelity Corporation. All other trademarks are the property of their respective owners.