



## Hospitality Solution

### Providing Distinctive Guest Experiences with Vocera

Vocera® empowers hotel staff by instantly connecting them to the people and information they need using integrated, intelligent communication technology that adapt to the context of dynamic situations. Hotels using Vocera deliver distinctive guest experiences, earn higher guest satisfaction scores, and are consistently ranked #1 in TripAdvisor rankings. More than 1,400 organizations around the world have selected Vocera solutions to text securely using smartphones or make calls with the hands-free, wearable Vocera Badge.

### Savoy Hotel

“Vocera is the only product we could find that did exactly what we wanted. It is absolutely key that our guests get bespoke, five-star service from the second they walk through the door. Vocera has been extremely useful on this front and makes the Savoy experience unique.”

### Tim Clough

IT Director  
The Savoy, A Fairmont Hotel  
London

### What makes Vocera unique for hospitality?

Hotels known for their 24x7 commitment to guest satisfaction use Vocera to build customer engagement and loyalty. By enabling personnel to connect instantly and efficiently with one another, Vocera offers a truly unique solution that not only improves communication, but transforms business and workflow processes. Some of the unique features of Vocera include:

- **Discreet, wearable, and hands-free** – Vocera is a pioneer in wearable technology. The discreet Vocera® Communication Badge is elegant enough to not detract from the sophistication of a luxury hotel, and small enough that it can be completely hidden from view. No more need for loud, bulky radios, unwieldy earpieces, and cell phone conversations that disturb guests.
- **Name and group based calling** – Vocera provides the ability to call by role, group, or staff member without the need to know a name or phone number, enabling teams to improve their productivity, workflow, and effectiveness. Users simply say the name, group, or department of the person they are trying to reach, and are instantly connected. With Vocera, staff members reach the right person or group instantly every time they make a call.
- **Device choice** – Vocera is the only platform that allows hotels to select from a diverse choice of mobile devices. From the discreet, hands-free, and wearable Vocera Badge to iOS® or Android™ based smartphones, hotels can now equip each individual user with the appropriate device to meet the needs of their job.

### Vocera Communication System

The Vocera Software Platform contains system intelligence, including user profiles, groups, and call management, as well as the ability to interface to existing telephony, Property Management Systems, workflow tracking, and rapid response software systems expediting exchange of critical data. Deployable as a single site solution, or centralized in a data center to support multi-site installations, Vocera scales to meet the demands of the largest hospitality organizations.



### Vocera Badge

The Vocera B3000n Communication Badge is a lightweight, wearable, voice-controlled device that enables instant two-way or one to many conversations using simple commands. The Vocera Badge is widely used by hotel workers for the convenience and expedience of responding to calls without interrupting critical tasks or important interaction with guests. Weighing less than 1.9 oz. (53.9 g), the Badge can be worn discreetly, with or without a headset, to prevent distractions for guests or staff. With a highly durable design, the Badge is built to withstand the rigors of a demanding workplace, and features an antenna and radio design to provide wireless integrity while roaming across the hotel's WiFi network. A high contrast display on the front of the Badge facilitates ease of readability and management of messages received from third-party applications such as rapid response software.

### Vocera Collaboration Suite

The Vocera Collaboration Suite is the hotel industry's only intelligent voice and secure texting application supported for shared and personal iOS® and Android™ devices that allows staff to call by name, function, or broadcast to a group. Featuring secure and auditable delivery and response reports for alerts and chats, the Vocera Collaboration Suite ensures accountability among staff members. It also integrates with more than 70 third-party systems. The calling, secure text, and alerting decisions within the Vocera Collaboration Suite are all based on real-time visibility to a user's presence and availability on the system, assuring that the right users receive critical information at the right time on the device of choice.

### Hospitality Solutions

#### Enabling a VIP experience for all guests

With Vocera, guests experience an extraordinary level of service that is seamless and invisible, while enabling staff to stay connected at all times. For example, a doorman can discreetly announce guest names via a group broadcast to the front lobby enabling staff members to greet guests by name. The discreet announcement of a guest's identity also allows all members of the hotel staff to prepare for that guest's arrival. The front desk agent can access registration information, see the assigned room, and know whether there are any additional notes in the registration including special occasions the guest may be celebrating, events they have planned, or dinner reservations they have already made, providing a highly personalized and streamlined check-in process.

Finally, when the guest and bellman make their way to the guest room, a bellman might notice that the guest has a need for a special service, such as an ice bucket for a bottle of wine. Utilizing the push-to-talk function of Vocera to the team, the bellman may discreetly make the service request, often unknown to the guest, enabling staff to quickly respond and deliver the ice bucket to the room before the guest and bellman even arrive. The guest is wowed by this anticipatory level of service, and left with a truly distinctive experience by the hotel staff after only a few minutes at the property.

### The Mansion on Turtle Creek Hotel

"As soon as I take the Vocera call, I know exactly what's going on. It may be that I'm not needed in the lobby, but I should go to a different floor to help someone else. I don't have to waste time finding a phone in the hallway or even go down to the lobby. It cuts out all those in-between steps."

#### Thomas Fowler

Bellman  
The Mansion on  
Turtle Creek Hotel

### **Hands-free communication drives workflow efficiency**

As a pioneer in wearable technology, Vocera understands the importance of keeping workers' hands free to continue their mission-critical tasks to best serve guests. Vocera is the only communications solution that enables staff to answer calls completely hands-free, which means housekeepers, engineers, bellman, doorman, banquet staff and countless others can stay on task even when they are taking a call. Vocera customers have estimated that hands-free saves minutes per call adding up to significant labor time savings over the course of a shift and the entire staff.

### **Tight integration to workflow software improves guest experience**

Vocera integrates to third-party software, such as HotSOS and Guestware, which hotels use to track guest requests and other important workflow in hotel operations. These applications send ticket information including guest room number and the request (such as towels, or an in-room repair) directly and instantly to the proper Vocera user to respond to the issue. Because Vocera works over the existing WiFi network and leverages a name-based log-in process, the third-party applications instantly verify that users are available to work a ticket before it is even sent. This guarantees that the tickets are worked and closed immediately, resulting in faster service and a better experience for the guest.

### **Push-to-talk/panic button ensures safety of staff and guests**

Vocera began in healthcare where rapid response to life threatening issues is a must. With this mission-critical environment in mind, Vocera designed a "Panic" feature within the system to ensure that when serious situations arise, the staff members are instantly alerted. A simple double-tap of a Vocera call button opens a channel, along with a special audio tone, informing staff of an urgent situation, allowing them to respond instantly.

### **Helping hotels achieve #1 TripAdvisor rankings**

TripAdvisor has become a key marketing tool for hotels to drive new and repeat business. In the highly competitive world of luxury and upscale hotels, it is paramount to achieve and maintain a high TripAdvisor ranking to ensure status as a premier destination. Many Vocera customers achieve #1 and #2 rankings on TripAdvisor within their local markets largely due to their use of Vocera to drive outstanding guest experiences, setting them apart from the competition.

### **Flexible packaging and pricing**

Vocera provides custom purchasing programs to meet the diverse needs of the hospitality industry. From up-front investment options to monthly subscriptions, which can be easily fit into existing operating budgets, Vocera works with each customer to design the best solution to meet current business needs. Vocera will also work with hospitality companies at the brand, management, and ownership level to design multi-site buying programs to help scale Vocera affordably across multiple properties.

### **Talbott Hotel**

**#2 hotel in Chicago**

"Vocera has been a key tool in helping the Talbott deliver an exceptional level of service leading to our achievement of a #1 ranking on Trip Advisor."

### **Basil Kromelow**

President and Owner  
The Talbott Hotel



### **Talbott Hotel**

"Vocera has been key to our success. Nearly from the first day we installed Vocera, our guests noticed an exceptional level of service. Our employees also realized a great morale boost as guests would continually praise them for providing excellent service. Staff members loved the instant communication and simplicity of this technical marvel."

### **Basil Kromelow**

President and Owner  
The Talbott Hotel

### For More Information

Visit [www.vocera.com](http://www.vocera.com),  
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