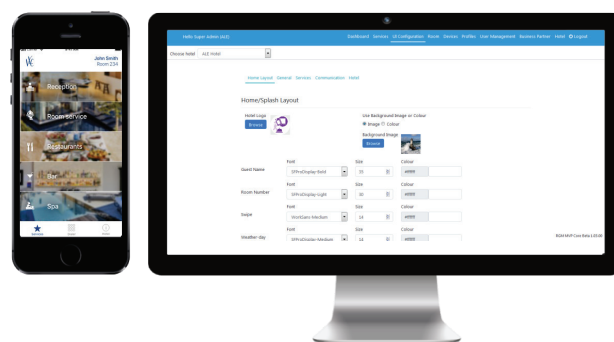


# Alcatel-Lucent Enterprise Rainbow Guest Connect

Mobile guest application offers easy access to hotel services

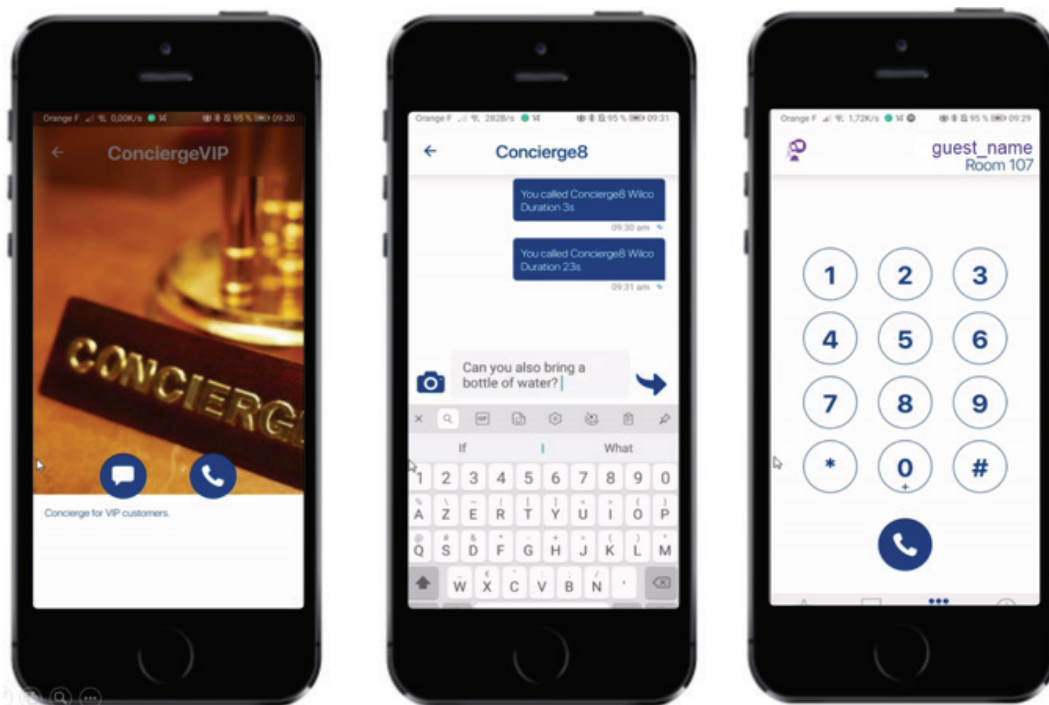
Hotels are focused on mobility and connectivity to address guest requirements for digital and mobile services.<sup>1</sup> An intuitive mobile guest application enables hotels to have direct contact with their customers, make services easily available, and provide loyalty programs. At the same time, it lets guests access their choice of information and services at any time and in any location.



Alcatel-Lucent Enterprise Rainbow™ Guest Connect helps hotels propose services on mobile devices and engage directly with their guests. The hotel provides its guests with a smartphone on which the Rainbow Guest Connect application is installed. The guest can navigate the services, contact staff to get information, or make a reservation at one of the hotel amenities. The hotel can also easily contact the guest on the smartphone using the Rainbow Guest Connect application.

| Features   | Benefits  |
|--|---|
| Mobile application customization with the hotel brand and services     | Stand out from the competition: Offer seamless, around the clock access to hotel services using the hotel-branded mobile application  |
| Provide hotel services information and promotions                      | Create upsell opportunities using the application to present hotel services and promotions with easy one-touch contact  |
| Connect guest to hotel services (using chat text, audio or video call) | Intuitive and easy-to-use speed dial to connect to the hotel staff (restaurant, bar, spa, concierge). Hotel can use a chat bot (implementing the Rainbow Instant Messaging service) for self-services to the guest. |
| Contact guests in any location within the hotel                        | Contact guests anywhere within the hotel wireless network or 4G network, without the need for their private mobile number   |
| Guests can make external calls using the mobile application            | Enable the guest to use the hotel telephony services to make external calls at hotel rates, rather than using more expensive roaming services. Charge calls at the guest room bill.                                 |
| Integration with the hotel telephony system                            | Offer enterprise-grade VoIP quality with industry-proven Alcatel-Lucent Enterprise communications platforms   |
| Simple web portal for the hotel administrator                          | Easy customization to match hotel branding guidelines, update services information, define devices and association with rooms   |

1 - Hospitality Digital Transformation Survey 2018: <https://www.al-enterprise.com/en/gated-assets/hospitality/survey>



## Pricing and ordering

The Rainbow Guest Connect solution is priced per room per month. Setup fees are applied as upfront cost for hotel brand customization, on-site installation and cloud configuration.

The solution is available for quote from Alcatel-Lucent Enterprise Professional Services.

## Contact us

For more information about this solution please contact: [professional.services@al-enterprise.com](mailto:professional.services@al-enterprise.com), or <https://businessportal2.alcatel-lucent.com> ("Professional Service Offer Request" section).