

## VoiceGear Platform for Skype in Hotels

### VoiceGear in Hotels

"Hotels using VoiceGear Platform for Skype retain existing customers and attract new clientele on a daily basis." Peter Litovsky, Director of Marketing.

### Customer Success

A prominent hotel chain located in the heart of Manhattan, New York and running on the forefronts of technical innovation, has adopted VoiceGear Platform for offering Skype calling service to their clients. Hotel visitors are free to register their Skype account with VoiceGear Platform upon checking into the hotel. Once the guest's Skype account is registered with VoiceGear, all in-room calls, both incoming and outgoing are made using Skype running on the VoiceGear Platform. Guests don't need to use their laptops and headsets to stay connected on Skype, because all incoming calls to their Skype accounts will ring directly on their room phones. If guests wish to make an outgoing call anywhere in the world or contact somebody on Skype, all they need to do is pick up their room phone and dial. The call is made using their Skype account on the VoiceGear Platform.



The very nature of hospitality business demands that hotel establishments must be openly accessible in order to attract guests and visitors from all over the world. Recent advancements in Internet technologies have presented new marketing opportunities for hotels in a form of guest reviews, blogs, video tours, and portals for rate comparison and booking. While these innovations have made hotel travel more open, there are still existing barriers preventing free voice communication between hotels and their prospective clients. In addition, hotel guests are often forced to spend a fortune making phone calls from hotel rooms. By making it their priority to give their customers the very best service possible, hotels can significantly improve customer experience and attract new business.

*The award winning VoiceGear Platform for Skype is a powerful solution that enables your hotel chain to offer all your guests Skype communication directly from their room phones. VoiceGear Platform for Skype will help grow your business and expand market presence by allowing prospective customers to reach your hotel using local phone numbers in foreign countries and Web Click-to-Call technologies. VoiceGear for Skype offers every traveler checking in to your hotel a better customer experience by making and receiving Skype calls directly from their room phones.*

And what better way is there, than to make your hotel accessible to thousands of prospective guests simply with a click of a button, or to let your guests use their preferred method of communication while staying? As of today, over 500 million people around the globe already use Skype which is rapidly becoming an essential tool for providing convenient means of communication and offering better customer service. Given that the majority of your hotel guests come from abroad, you want to enable those people to contact your hotel for free or to make cheap calls around the world during their stay. Such positive experience and convenience will certainly retain clients and earn new referrals.



## VoiceGear Solutions for Hotel Chains

VoiceGear Connect is the winner of "Best Large Enterprise Solution" award at ITExpo East 2009

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### About IndustryDynamics

IndustryDynamics is a leading Canadian manufacturer of Skype gateways for SMB and enterprise markets. Our VoiceGear products allow for integration of Skype into virtually any office PBX system. Our customers range from small businesses to large international organizations.

For more information on any of our products please visit us on the Web at:

[www.industrydynamics.ca](http://www.industrydynamics.ca)

**VoiceGear Platform for Skype** - VoiceGear Platform for Skype is a second generation, award winning solution based on Linux platform that allows seamless integration of Skype calling services into your hotel phone system. Using VoiceGear, your hotel chain will grow market presence, improve customer satisfaction and ensure repeat visits from satisfied guests. Many of your existing customers are already using Skype for personal and business purposes; hence, it's important for them to have access to Skype when travelling. Being able to use Skype calling services directly from your hotel room phones is a huge leap forward in guest service and likely to score high marks with your clients.

**Grow Market Presence** - VoiceGear for Skype will allow your hotel to add local phone numbers in foreign countries so your guests can contact the hotel without paying overseas rates to call you for reservations. With VoiceGear, you will enable anyone to contact your hotel internationally using a local phone number in their country, thus expanding your market presence and growing your business.

**Web Click-to-Call** - VoiceGear for Skype can enable your hotel to accept incoming calls from anywhere on the Internet at no charge. Prospective guests will have the convenience of contacting your hotel simply by clicking on the Skype Click-to-Call button placed on your hotel Web site or any other travel forum, blog and hotel review Web site. Incoming client calls placed over Skype can be forwarded directly to your hotel reception, reservation or customer service phones. This will enable your guests to make room reservations from anywhere in the world, absolutely free. Such convenience and ease of communication is guaranteed to make your customers happy and help grow your business.

**Skype Calls from Hotel Rooms** - Hotel guests who register their Skype accounts with VoiceGear can make and receive Skype calls directly from phones in their hotel room. Guests can use the existing hotel room phone to make cheap calls to any phone number worldwide or to any Skype contact. Incoming calls to the guest's Skype account or online number will also be directed to the hotel room. Imagine a world where you can take your Skype experience absolutely anywhere. Your clients will thank you for that by giving recurring business!

**Savings for Customer** - In comparison to using traditional means of communication such as calling cards, mobile long distance phone plans, etc., your guests will save a significant amount of money using Skype on the VoiceGear Platform. VoiceGear Platform for Skype guarantees your customers the privilege to pay a fraction of their normal spending on long distance communication without the hassle of using their laptops with headsets for Skype calls. Such savings and convenience will indeed improve your customer experience and client satisfaction.

**VoiceGear Platform Integration** - VoiceGear Platform for Skype can be configured to operate with any existing hotel PBX system. Simply connect VoiceGear to the Internet and to your hotel PBX system and start making Skype calls from any hotel phone without changing anything in your telephony infrastructure. VoiceGear Platform also comes with complete integration API that allows for customization and integration of Skype services directly into your hotel billing system. Using VoiceGear Platform API you can build advanced call routing, call billing and unified communication solutions utilizing Skype.