

Six Advantages Cloud Communications Bring to Hospitality



Positioning your hospitality business for survival and long-term growth after the disruptions of 2020 presents leaders with several unique challenges.

Remaining guest-focused, staying competitive and weathering disruptions has never been more difficult—and at the same time, more important—than it will be during the recovery from the COVID-19 pandemic. In fact, some industry experts suggest that it may take until 2023—or longer—to recover.

But the threat of a lengthy recovery could turn out to be a positive circumstance for those hospitality businesses willing to consider implementing the technologies that have perhaps been on hold for some time and will bring long-term advantages. A good place to start—and a good anchor for other technologies—is a cloud communication solution.

Here are six advantages that cloud solutions have over premise solutions in the hospitality industry.

1 **The opportunity to reuse existing investments:**

When a one-time move to a full cloud solution isn't feasible, a hybrid cloud solution can be an interim move that gives many of the same benefits. A hybrid cloud solution provides the equipment on site to support the analog investment already made on the property for room phones and local analog phone lines for backup. Applications like Contact Center, Unified Communications and other software applications can reside in the cloud where they are easily managed and upgraded. This solution allows businesses with an existing premise investment to experience the flexibility and power of the cloud.

2 **Increased touchless and self-service options:**

The interest in and demand for touchless technology has been increasing for years. And it's not just touchless technology—guests are increasingly self-reliant when it comes to making reservations and travel plans. One [survey](#) found that 69% of business travelers make their own reservations, and the booking method is fragmented across apps and devices. In addition, travelers continue to grow more comfortable with technologies that allow services such as contactless check-in and check-out, mobile apps allowing for guests to use their own devices for hotel services, and voice-activated climate control in rooms. Only cloud solutions have the integrations and apps that can give guests the full array of options to control their interactions.

3 **Enhanced personalization:** Personalization is the new normal across industries. Hospitality employees and guest services now face the tension between allowing guests to drive their experiences while still giving the level of interaction that will improve guest ratings online.

Fortunately, the technology exists to provide a good balance of guest self-driven experience and human interaction. With apps and kiosks, hospitality businesses can offer multiple ways for guests to personalize their experiences. And studies show that consumers are willing to offer personal information to companies they trust; one [study](#) by Salesforce showed that 78% of consumers will trust companies with their data as long as the company uses the data to personalize their experiences.

Cloud communication solutions give hospitality businesses the integrations necessary for guests to fully customize their experiences wherever they may be—from the airport to the beach to the hotel room.

4 **Improved control over social reputation:** Sometimes the best way to improve social reputation is simply to make it easy for guests to leave ratings and reviews. Cloud communications can simplify gathering feedback by integrating with social media and allowing guest services representatives to respond to both positive and negative feedback in real time. With real-time notification and response, hospitality businesses can take control of their social reputation and make the changes necessary to instantly improve guest experiences and perceptions.

5 Seamless business continuity: In a 24/7/365 business, any kind of disruption can become a major event. From building emergencies to public health crises to industry disruption from new business models, hospitality businesses face unique challenges in weathering disruption. Cloud solutions can help businesses ride out these disruptions in three key ways:

- Because the solution is in the Allstream® Data Center, data is preserved in the cloud, and options exist to provide business continuity.
- Lower monthly expenses of cloud solutions allow businesses more room in the budget to manage unexpected expenses or reduced income.
- When new integrations and technologies emerge to change how guests interact with the business, cloud solutions can adapt more readily than premise solutions to accommodate new ways of providing what guests want.

6 Consolidation: With the managed services approach offered by cloud solution providers, hospitality businesses can easily consolidate vendors under one umbrella. This approach makes integration more seamless and brings ease of management to the business—when something goes wrong, there's only one person to call for resolution.

Allstream's Hospitality Cloud Voice solution is designed to address the unique challenges and needs of the hospitality industry. For more information about the advantages the Hospitality Cloud Voice solution can bring to your business, contact us.

Visit allstream.com to learn more.

Contact Sales

sales@allstream.com
U.S.: 1.888.781.1443
Canada: 1.800.625.0025

About Allstream

Allstream is a leader in business communications throughout North America. Founded over 170 years ago in parallel with Canada's first transcontinental railroad, Allstream continually re-invented itself to remain a leading provider of business communication services. Allstream's offerings include a range of innovative, highly scalable managed services including voice and collaboration, connectivity and managed IT services for enterprise customers. We combine scalable solutions with exceptional customer service to deliver the latest technology, and we're positioned to help our customers accelerate into the future.

Your **trusted** business communications partner

Voice and Collaboration | Connectivity | Managed IT

