



Hospitality solutions overview

Communications
that enhance
guest safety
and service



Strengthening the guest experience with seamless communications

For hospitality properties worldwide, providing guests with a superior experience every time they stay on your property is key to developing and maintaining brand strength and loyalty. Communications are an essential element of the relationship between your brand and your guests' experience.

Whether your patrons are calling your contact center to book a stay, scheduling a wake-up call, or reporting a concern, a best-in-class communication system is essential to providing high levels of service. Not only will your guests reap the benefits from seamless, integrated communications, but your staff and overall operations will as well.

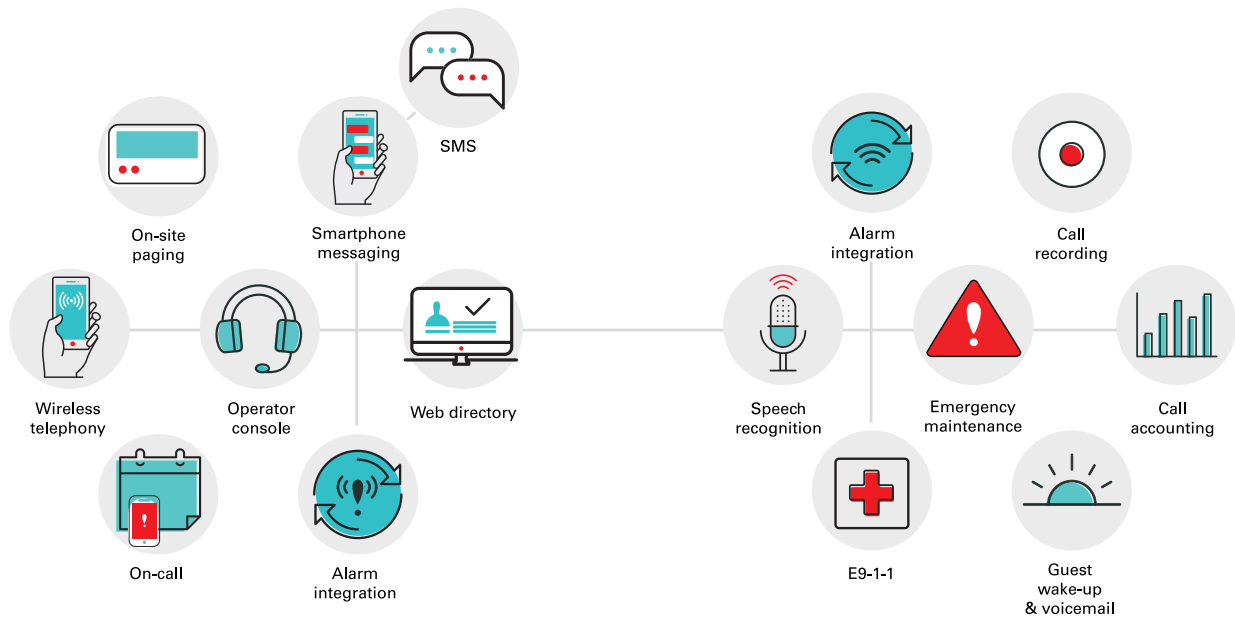
This diagram below represents some of our many partners.



Spok® Solutions



Spok Hospitality Solution Suite



Operator console

Provide operators with the information needed to quickly and accurately search the directory, connect calls, and send messages and pages to individuals, groups, and roles - with just a few keystrokes.

- Simplify the inbound answering process to handle higher call volumes
- Minimize manual tasks to allow agents to handle more diverse duties and responsibilities
- Help ensure guests, staff, and other callers receive accurate information quickly
- Reduce costs by centralizing call center operations

Multi-property call center service

Expand your property's ability to take on the communication function for other properties in the brand—while maintaining consistent standards. Many leading hospitality properties have found that a centralized approach to communicating across several facilities enables a reduction in the number of agents required—and significant annual savings.

- Includes guest services, dispatch, ticketing, VIP call handling, special events, and staff messaging
- Allows you to easily expand your service offerings to other properties in the brand or expand the existing property with consolidated functionality, or centralized call handling to promote continuity of communication and brand standards

Wake-up

Integrate wake-up functionality directly with your phone system to provide timely wake-up calls with a professionally recorded message that can be tailored to meet various guest criteria. The system can be integrated with your operator console or used on a stand-alone basis.

- Track all activity to provide the correct services at all times, especially across multiple facilities and time zones
- Functionality for adding unique messages enables the addition of time / temperature, character recordings, VIP or group- appropriate wording / messages, multiple languages, and more. The functionality scales easily with rising volumes of wake-up requests through SIP integration

Critical alerting

Centralize the management of critical alerts and alarms generated by systems such as fire, security, HVAC, gaming, dispatch, and many others. Create a communication hub that consolidates and prioritizes alerts from these systems and notifies the appropriate staff members on their mobile devices. Rules-based routing and escalation helps the right people take fast action, which improves safety as well as guest and staff satisfaction. All notifications are logged in the system for ease of reporting. This promotes accountability and a method of monitoring the speed of communications and responses for various types of events.

Centralize alerts from many commonly used systems, including:

- CRM
- Dispatch
- Fire alarms
- Gaming
- HVAC
- Ingress/egress alarms
- Operator consoles
- Security

Send alerts from the above systems directly to numerous types of devices to speed response, including:

- Smartphones
- Two-way pagers
- In-house wireless telephones
- On-site pagers
- Wide-area pagers
- LED signs
- LCD
- Email systems
- Operator consoles

Interfacing gaming systems and slot machines to wireless devices

In a highly competitive industry, a delay in a casino guest's ability to play not only reduces income to a casino, but it also decreases customer satisfaction. You know that a satisfied customer is more likely to stay longer and be a loyal, repeat visitor.

The Spok critical alerting solution integrates with your gaming systems to provide staff with instant notification of maintenance alerts, hopper jams, and jackpot payment requests. The solution integrates with these and other gaming systems.

- Aristocrat
- IGT Network Systems
- Intelligent Gaming Systems
- Paltronics
- Penn National
- Weike

Enhanced 9-1-1 (E9-1-1)

Many hotels assume that a guest or staff member will dial 0 in the event of an emergency, when they often dial 9-1-1. An enhanced 9-1-1 system directs emergency personnel to a caller's exact location (building, floor, and room) for fast response. During the 9-1-1 call, on-site security can even receive real-time notification of the event, allowing them to direct first responders, assist with traffic, or help protect others in the area. You'll also be able to maintain the automatic location identification (ALI) database by automatically tracking and updating your organization's moves, adds, and changes. This functionality helps you reassure staff and guests that your organization is taking ethical and legal steps to help maintain a safe environment.

➤ **“Managers can turn rooms faster and direct cleaning staff more precisely. We’ve seen real productivity gains.”**

Desmond Wong
Operational Systems Manager—
HSH Information
Technology Manager
The Peninsula Hotels

A change in federal laws may mean a change for you

Unlike the state-by-state legislation in the past, two new federal laws impact every business with a multi-line telephone system (MLTS).

Kari's Law

Kari's Law, enacted in 2018, requires MLTS to support direct dialing of 911. Specifically, an MLTS must initiate a 911 phone call without requiring an initial digit, like 9 or 1, first. In addition, to help speed response times when first responders arrive, the MLTS system must notify a central location, like the front desk or security office, where someone is likely to be alerted of the 911 call.

The notifications must include at least:

1. An alert that a user dialed 911 from the MLTS
2. A callback number
3. Information about the caller's location (for example, a hotel room number)



The FCC does note, however, there may be cases where it's not possible to provide a callback number or location information. These two parts of Kari's Law are known as the direct dialing and notification requirements.

Section 506 of the Ray Baum's Act

Section 506 of the Ray Baum's Act requires all 911 calls, including those from MLTS, to include the "dispatchable location" to help first responders quickly locate the caller. According to the FCC, "Dispatchable location information includes the street address of the caller and additional information, such as room or floor number, necessary to adequately locate the caller."

Essentially, the purpose of the Ray Baum's Act is to improve emergency responses by better sharing the precise location of someone calling 911, including when calling from an MLTS.

Compliance dates

The requirements of Kari's Law took effect on Feb. 16, 2020. The FCC will not invoke consequences for systems installed before Feb. 16, 2020, but any updates, alterations, or new software must meet direct dialing and notification requirements. To comply with Kari's Law, your organization must ensure you're meeting the direct dialing and notification requirements outlined above.

Depending on the type of MLTS device (fixed or non-fixed, on-premise or off-premise), the Ray Baum's Act compliance deadlines started on Jan. 6, 2021. To comply with Section 506 of the Ray Baum's Act, your organization must deliver the dispatchable location to the public safety answering point (PSAP) with any 911 call, including those from MLTS.



Smartphone communications

Your staff can use smartphones for all property-related communications. Capabilities such as text messaging and full two-way communications improve workflow, while rock-solid reliability means critical communications reach the right person quickly.

Pagers & paging infrastructure

Many hospitality organizations leverage paging to cut costs, increase messaging speed, and provide greater reliability, especially in disaster situations. Spok offers both wide-area and on-site paging options, including many models of pagers.

Wide-area paging

Spok is the industry leader in wide-area paging.

- Encrypted paging options
- Unparalleled reliability for critical communications and disasters
- Proven coverage during crisis situations including 9/11, Hurricane Katrina, Minnesota bridge collapse, and Boston Bombing
- Streamline your private paging operation with a single vendor for all components across the system
- Rugged pagers designed for hospitality

On-site transmitters

- Add an on-site wide-area transmitter for enhanced coverage to reach every part of your organization



Emergency notification and incident management

Deliver the right information to the right people at the right time for any critical event, such as a weather emergency, building management issue, or guest safety situation. Quickly and reliably initiate, monitor, and manage notifications of all types, automatically delivering the message, collecting the responses, escalating if needed, and logging all activities for reporting and analysis.

- Speed team coordination when time matters (e.g., a weather emergency, building management issue, or a guest safety situation)
- Comply with industry mandates and guidelines

Interactive speech

Automate the processing of routine phone requests including transfers, directory assistance, messaging, and paging.

- Easy-to-use lookup and paging functions
- Uses interactive voice response (IVR) for improved performance and provides intuitive, voice-based interaction
- Greets callers with a voice consistent with your organization's customer experience standards
- Callers can speak their needs or opt-out to connect with a live operator

Contact center recording and quality management

Improve call handling quality and overall customer service for guests, team members, and other callers.

- Identify operator training needs
- Enhance call handling quality and operator professionalism
- Establish an audit trail of calls to retrace conversations

Call accounting

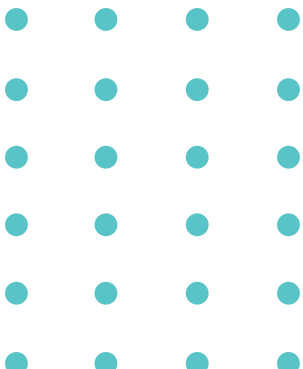
Log the date, time, and duration of all calls in your organization.

- Maintain an audit trail of phone activities
- Track accurate bill-back information
- Monitor for potential improper use of corporate resources

Web-based directory and on-call scheduling

Keep personnel and scheduling information current and accurate, even with thousands of staff using a secure web portal.

- Password-protected access moves ownership of on-call schedules from operators to individual departments
- Allow users to send messages directly from the schedule to the correct team member



What sets Spok apart?



Industry leader

- Decades of experience delivering enterprise solutions, and an expertise in the hospitality market
- Used by the best—many top hotels rely on Spok for their critical communications
- Financially sound—with healthy growth and profitability



Broad product suite

- The products you want are available from one provider
- Spok provides seamlessly integrated solutions for complete contact center management, emergency management, critical alerting, smartphone messaging and pagers/paging infrastructure



Choices

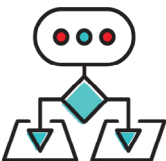
- Broad array of PBX systems supported
- All industry paging protocols supported
- All industry smartphones and mobile devices supported
- Strong interoperability with other systems
- Proven integration with leading property management systems (PMS)



Excellent support

You have peace of mind knowing your solution will be implemented with precision and expertise, and assistance is a phone call away once your application is live.

- Company uses Spok Implementation Methodology, a proven implementation approach to ensure system success
- Support is provided 24/7/365 through an in-house staff
- Comprehensive training options
- 99% satisfaction ratings in customer surveys



Enterprise architecture

High reliability and scalability mean less downtime, fast response, and having a system you won't outgrow.

- Supports high volume
- Supports clustering
- Compliant with VMware®
- Supports storing data on customer SAN
- Supports single sign on (SSO)
- Supports centralized and multi-site environments
- Flexible user interface clients—delivering messages to staff when and where they work based on their individual preferences

Spok: Equipping your staff with the tools they need for effective guest and staff communications

Spok works every day with leading hotels, resorts, and casinos worldwide to simplify and automate communications for their contact centers, emergency management response, and staff messaging. The result is improved guest satisfaction, safety, and efficiency through effectively shared information.



ABOUT SPOK, INC.

Spok, Inc., a wholly owned subsidiary of Spok Holdings, Inc. (NASDAQ: SPOK), headquartered in Alexandria, Virginia, is proud to be a global leader in critical communications. Spok works with leading hotels, resorts, and casinos worldwide to simplify and automate communications to improve guest satisfaction, safety, and efficiency. Our customers send over 100 million messages each month through their Spok® solutions. When seconds count and lives are at stake, Spok enables smarter, faster critical communication. For more information, visit gov.spok.com or follow @spoktweets on Twitter.

spok.com

