



Connected Hospitality: Transforming Guest Experiences Through Modern Communication

FROST & SULLIVAN VBOOK



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Effective Communication is Central to Hospitality's Future

Hospitality leaders are combating a confluence of complex challenges across hotels, resorts, and cruise lines. High staff turnover, labor shortages, rising operational costs, and the pitfalls of hyper-connectedness pose direct risks to efficiency and guest experience.

Although guests often expect self-service, they also still expect human-first hospitality. Legacy system silos create digital barriers to effectively balance high-tech versus human-touch services. When front-desk systems and housekeeping apps don't communicate, guest requests vanish, service lags, and staff burnout increases.

By organizing and integrating fragmented data, properties can seamlessly offer frictionless automation and insight-driven human service to ensure guest needs are always met efficiently.

This vBook guides hospitality leaders through communications modernization—from closing workflow gaps and unifying data silos to navigating hybrid cloud, governance, and compliance. It provides frameworks and partner criteria to improve guest experiences without disrupting operations.

Approximately two-thirds of hospitality organizations report communications breakdowns fueled by connectivity downtime, integration gaps, and too many tools.

Poor integration with other systems

72%

Downtime due to connectivity issues

68%

Burden of too many communication tools

66%

Lack of appropriate tools for specific employee roles

63%

Lack of automated event notifications

62%

Hospitality fails when **communication systems can't translate guest needs into coordinated action in real time.** It's time to modernize those systems.

Source: Frost & Sullivan



Communication Gaps Break Workflows

Coordinating guest and property services across diverse teams and departments is complicated. Importantly, guests don't distinguish between internal and external services, whether fulfilled by the front desk, another department, or a third-party provider, they expect a seamless response. Miscommunication can compromise guest safety and privacy, as well as employee wellbeing and turnover.

Fragmented workflows and systems compound the complexity of meeting expectations across guest accommodation and membership service levels. By transforming their communication strategies, properties can dramatically improve workflows and the coordination of guest stays, from reservation booking through checkout.

Coordinating across teams to deliver higher levels of service is achievable with the right **unified communications strategy and infrastructure.**

Communication challenges impact nearly every function in hospitality, with roughly 7 in 10 organizations reporting inefficiencies across important workflows.

Customer service & support



Guest check-in & front desk services



IT & telecom management



Security & emergency response



Housekeeping & room service



Source: Frost & Sullivan

The Three Pillars of Hospitality Modernization

To differentiate and thrive, hospitality organizations must modernize their digital infrastructure on three core pillars.



Addressing Rising Labor Costs & Shortages

Deploying AI-driven task routing and labor management insights allows providers to maintain service levels with leaner staffing models, reduce employee burnout, and increase retention.



Leveraging AI for Personalization & Efficiency

Using AI and natural language processing (NLP) for practical applications, such as automated support tickets and voice-commanded headsets, enables properties and staff to stay ahead of guest expectations.



Ensuring Compliance & Guest Safety

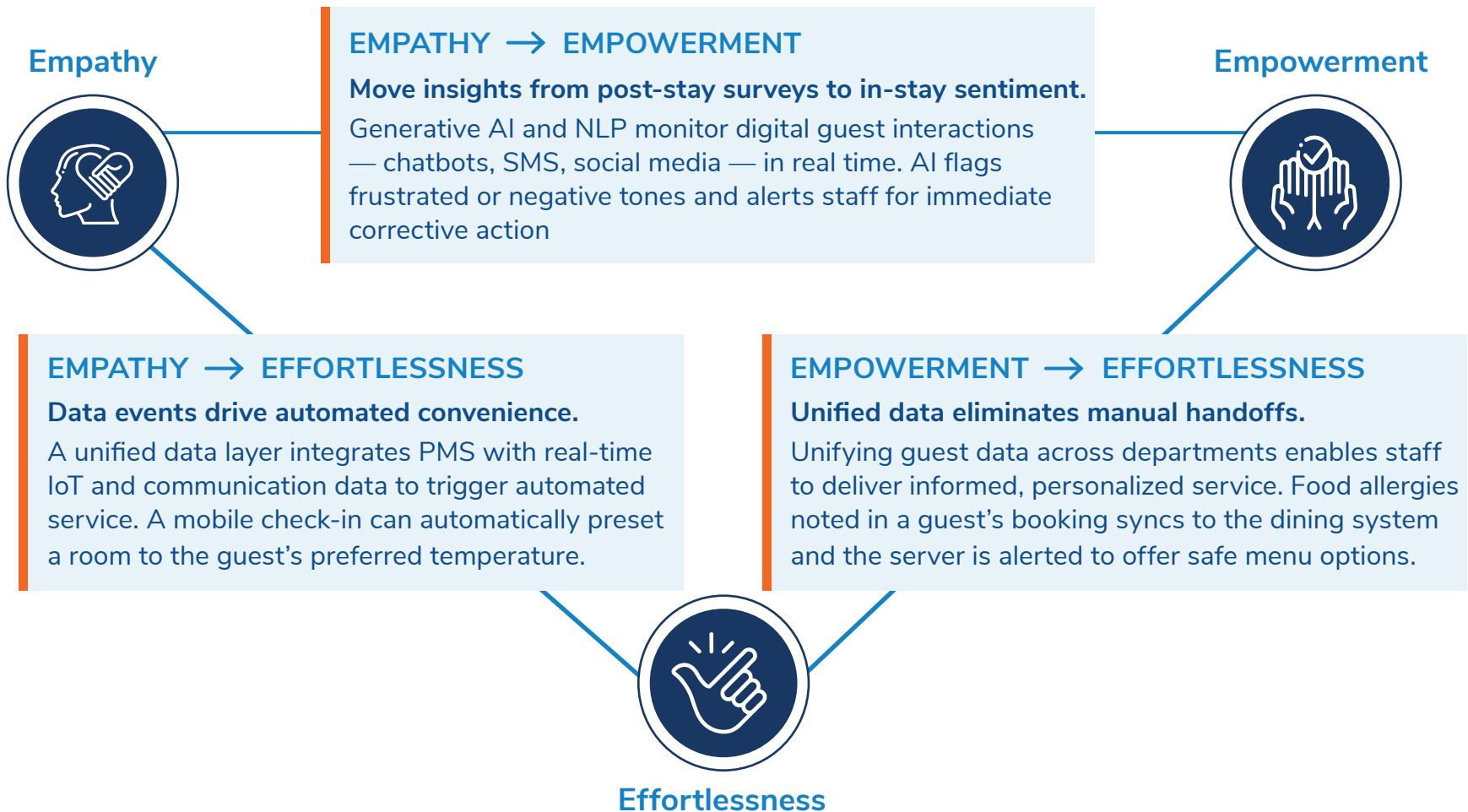
Leveraging integrations to meet rigorous new and emerging safety and data standards including Kari's Law and Ray Baum's Act for emergency dialing, Martyn's Law for public protection from terrorism, and Natasha's Law for food allergen awareness.

Successfully connecting the three pillars eliminates monolithic implementations and creates a connective tissue that allows data to flow into action.



Linking Empathy, Empowerment, and Effortlessness

The greatest obstacle to modernization is data silos, where empathy data (marketing and loyalty data) are disconnected from empowerment tools (operations and communications data). Transformation happens when your communication stack “talks” to your guest preference engine and operating platforms.





The High-Tech vs. High-Touch Dilemma

Many factors influence why, when, and how guests choose to interact with properties and staff before, during, and after a stay, making it critical to avoid overreliance on one strategy.

Hospitality leaders walk an increasingly fine line between digital convenience and human connection. The emphasis must be on flexibility and choice.



Digital Shift. A growing majority of guests prefer to digitally manage aspects of their hotel experience. Routine, repeatable tasks, like check-ins, food service orders, and housekeeping requests, are increasingly well-suited to AI automation



Human Value. Despite the rise of automated and contactless interactions, guests often still prefer talking to a person, particularly for premium experiences, escalations and critical service moments where human engagement delivers the most value.

More than 70% of hospitality leaders recognize the importance of solutions that provide flexibility and intelligence in how staff interact with each other and guests, including:



Tools that empower employees to make their own/better decisions



Chatbots to enable customer self-service



Real-time AI assist for human contact center agents



Customer analytics to provide sentiment analysis, predict behaviors, etc.

Modernized communication allows hospitality providers to easily tailor services to specific tasks, their operating models, and guest preferences.

Source: Frost & Sullivan



Gaining Flexibility without Compromising Control

Enduring the risks of disruption isn't an inherent component of cloud migration. Hybrid cloud strategies are transforming how enterprises balance innovation with the need for operational stability. By combining the scalability and flexibility of cloud solutions with the security and governance of on-premises or private hosted infrastructure, properties can modernize their operations.

Hybrid cloud supports efficient growth while mitigating key risks, including data migration complexities and service interruptions. A well-designed hybrid cloud environment helps ensure that technology infrastructure enhances delivery, strengthens regulatory compliance and reliability, and integrates with new capabilities to address evolving needs.

The hybrid model is not just a transition strategy; it is a deliberate, long-term architecture choice that provides flexibility and control.

The hospitality industry strongly prefers hybrid PBX/call control environments. Over 80% will operate a mix of on-premises and cloud communications solutions to address a variety of requirements.

Hospitality	2025	2028
Entirely premises-based	1%	0%
Predominantly premises-based	3%	6%
Hybrid, with near equal proportions of disparate (non-integrated) premises-based & cloud solutions	12%	13%
Hybrid, with near equal proportions of integrated premises-based & cloud solutions	43%	44%
Predominantly cloud-based	26%	19%
Entirely cloud-based	15%	18%

Source: Frost & Sullivan



Integration Points for Connected Hospitality Workflows

Communication transformation involves moving away from simple “dial tone” connectivity to environments in which communication integrates directly into a property’s business processes and DNA.



PMS Integration and Intelligent Edge: PMS integrated with an intelligent edge architecture ensures guest data flows securely to power the services that guests expect without compromising data sovereignty or system uptime.



Next-Generation Mobility: DECT headsets with integrated voice commands, and integration with safety and mass notification systems ensure security, maintenance, and housekeeping teams stay connected anywhere on the property.



AI-Enhanced Support: NLP for support tickets delivers consistent and prompt response to guest requests, ensuring high-touch human intervention is reserved for more complex or sensitive needs.

Leveraging an up-to-date communications core, hospitality decision-makers are looking to applications programming interfaces (APIs) to simplify integrations, enhance flexibility, and customize interaction capabilities within their workflows.



90% of decision makers plan to increase or maintain existing investments in a range of different APIs.



Voice APIs



Messaging (SMS/ chat/social media) APIs



Chatbot AI APIs



Email APIs



Provisioning/ management APIs



Video/meetings APIs

Source: Frost & Sullivan



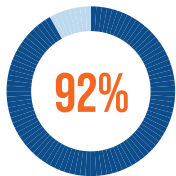
Navigating the Modernization Transformation

The realities of fluctuating demand, evolving regulatory mandates, shifting guest preferences, the implementation of AI technologies, and requirements for integration with PMS, reservations, and other vertical solutions constitute a transformation journey rather than a transactional deployment.

A large majority of hospitality IT/telecom departments expect to face a variety of significant near-term challenges with respect to communications and collaboration:

Managed services offer a strategic solution. Expert partners can augment or fully outsource technology monitoring and management, control costs, assess ROI, address skill shortages throughout a transformation journey, and free internal staff to concentrate on the core business.

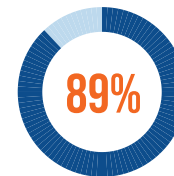
Today, over half of hospitality IT/telecom departments leverage managed services for an array of managed call control, contact center, network, compliance, business continuity and other needs. Most expect to increase use of these services going forward.



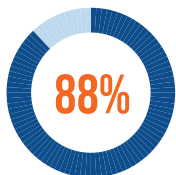
Dealing with security concerns



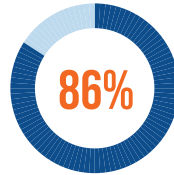
Ensuring network stability/reliability



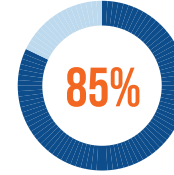
Systems integration; managing multi-vendor solutions



Dealing with privacy/compliance concerns



IT/telecom skills shortage including AI skills



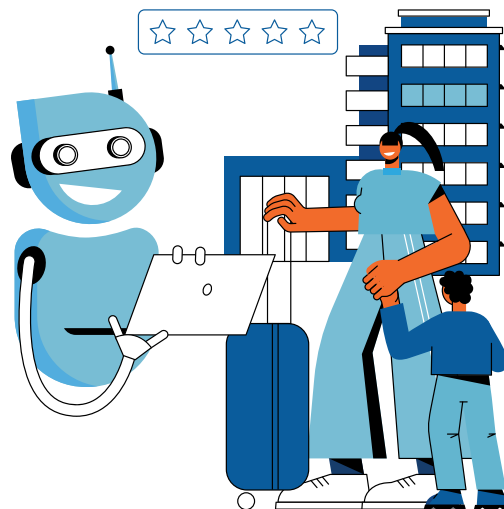
Managing the migration of our communications capabilities to the cloud



Selecting the Right Partner for Scalable, Secure Transformation

The right partner is essential to successful communications transformation. With directives to modernize infrastructure, reduce complexity and improve efficiency, properties need solutions that are secure, reliable, straightforward to manage, and fully aligned with industry-specific work processes and operational goals.

By partnering with providers that understand the unique challenges and dynamics of the industry, hospitality organizations can implement communication, collaboration and contact center tools that enhance front and back-of-house employee efficiency as well as strengthen data protection. The right partner helps minimize risk, streamline daily management, and ensure that technology is an enabler, not an obstacle to delivering high-quality guest relations.



On average, **90%** of travel and hospitality decision-makers view the following factors as important when purchasing communications and collaboration infrastructure.



Source: Frost & Sullivan



Mitel's Transformative Hospitality Solutions

<p>Unified Platform Transformation without disruption starts with unifying existing communication tools. Connecting systems reduces administrative burden and eliminates frontline and back-office silos.</p>	<p>Mitel's centralized management tools give IT teams a single point of control rather than a patchwork of disconnected consoles, simplifying administration. Mitel integrations with property and ticket systems and support for both mobile and desk devices enable smooth communication between staff and guests.</p>
<p>Hybrid Strategy Hybrid communications models are now the norm, but flexibility alone doesn't guarantee efficiency. Operational continuity improves when cloud collaboration and on premises systems function as a single environment.</p>	<p>Mitel bridges cloud and on-premises systems with strong on-site reliability. Its Secure Cloud for Hospitality keeps hotels secure, compliant across regions, and protected from data breaches and operational disruptions.</p>
<p>Workflow Enablement Disconnected workflows, not disconnected systems, create the most visible service breakdowns. Closing these gaps requires communication that's embedded directly into daily operations.</p>	<p>Mitel enables properties to tailor solutions to the specific needs of all staff and stakeholders, from frontline teams to back-office operations and across the entire guest journey.</p>
<p>AI Governance AI delivers value only when applied selectively and responsibly. In hospitality, effectiveness depends on augmenting human service, not replacing it.</p>	<p>Mitel applies AI where it adds value without displacing the human interaction guests expect. Intelligent automation handles routine requests instantly and across languages, freeing front desk staff to focus on high-touch service, while smart routing ensures the right person is always reachable at the right moment.</p>
<p>Managed Services Persistent IT staffing shortages require a shift from ownership to outcomes. Managing communications infrastructure should not compete with serving guests.</p>	<p>Mitel Secure Cloud reduces the burden of managing communications infrastructure from hotel teams, centralizing voice and guest contact services across properties, reducing operational complexity, and lowering the total cost of service.</p>



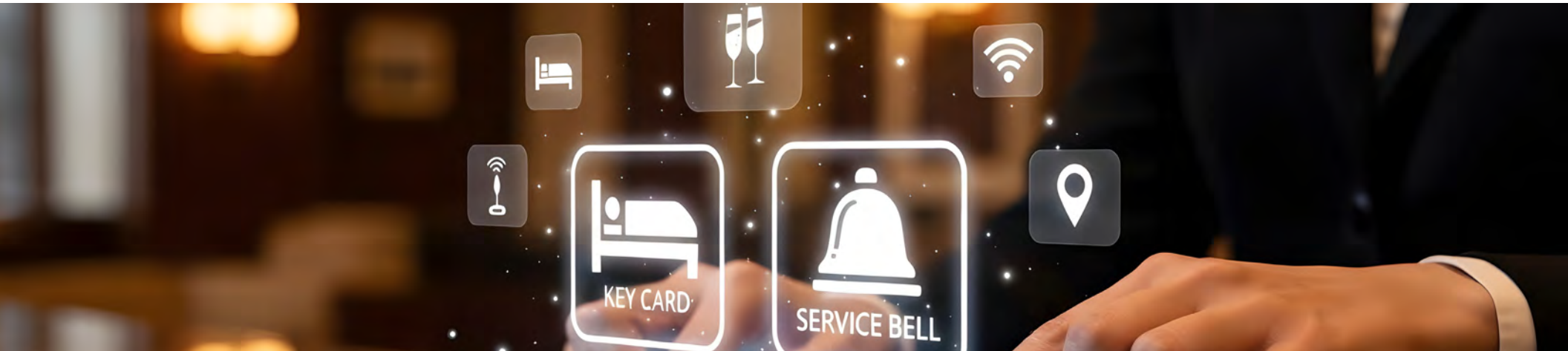
Aligning with the Right Partner to De-Risk Communications Modernization

Communications modernization is not a transaction, it's a journey. The consequences of missteps are unforgiving in competitive and dynamic markets. For today and the future, it's critical to align with the right technology partner.

What to look for in the right partner:

- ▶ Choice of on-premises, cloud or hybrid deployment models to best fit your needs
- ▶ APIs to simplify integrations with hospitality systems and workflows
- ▶ Security and compliance-ready solutions for your industry and country
- ▶ Managed services expertise to unburden internal technical staff


[Click here](#) to learn more about how Mitel's hybrid architecture and integrations modernize hospitality workflows without compromising security or compliance.



YOUR TRANSFORMATIONAL GROWTH JOURNEY STARTS HERE

Frost & Sullivan's Growth Pipeline Engine, transformational strategies and best-practice models drive the generation, evaluation, and implementation of powerful growth opportunities.

Is your company prepared to survive and thrive through the coming transformation?

Join the journey. 

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