



Connected Hospitality: Transforming Guest Experiences Through Modern Communication

FROST & SULLIVAN VBOOK

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Effective Communication is Central to the Future of Hospitality

Hospitality leaders are combating a confluence of complex challenges across hotels, resorts and cruise lines. High staff turnover, labour 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 balance high-tech versus human-touch services effectively. When front-desk systems and housekeeping apps do not communicate, guest requests vanish, service lags and staff burnout increases.

By organising 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 the modernisation of communications, from closing workflow gaps and unifying data silos to navigating hybrid clouds, governance and compliance. It provides frameworks and partner criteria to improve guest experiences without disrupting operations.

Approximately two-thirds of hospitality organisations report communication breakdowns fuelled 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 cannot translate guest needs into coordinated action in real time. It is time to modernise those systems.

Source: Frost & Sullivan



Communication Gaps Break Workflows

Coordinating guest and property services across diverse teams and departments is complicated. Importantly, guests do not 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 well-being 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 booking reservations to check-out.

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 organisations reporting inefficiencies across important workflows.

Guest service & support

74%

Guest check-in & reception services

73%

IT & telecom management

73%

Security & emergency response

71%

Housekeeping & room service

68%

Source: Frost & Sullivan



The Three Pillars of Hospitality Modernisation

To differentiate and thrive, hospitality organisations must modernise their digital infrastructure on three core pillars.



Addressing Rising Labour Costs & Shortages

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



Harnessing AI for Personalisation & Efficiency

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



Ensuring Compliance & Guest Safety

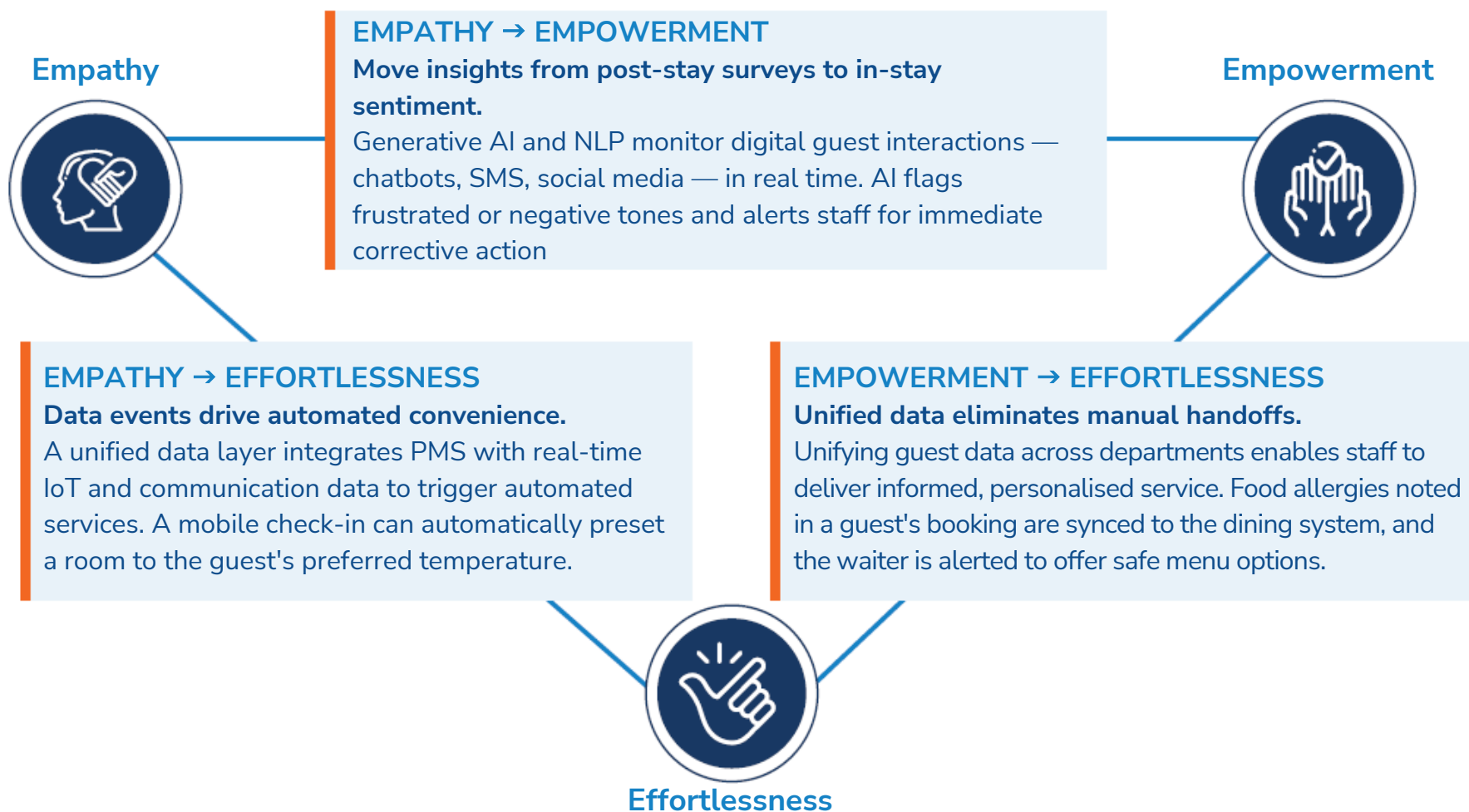
Harnessing integrations to meet rigorous new and emerging safety and data standards, including Kari's Law and Ray Baum's Act for emergency dialling, Martyn's Law for public protection from terrorism, and Natasha's Law for food allergen awareness.

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



Linking Empathy, Empowerment and Effortlessness

The greatest obstacle to modernisation 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 recognise 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 assistance for human contact centre agents



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

Modernised communication enables hospitality providers to tailor services more effectively to specific tasks, operating models and guest preferences.

Source: Frost & Sullivan



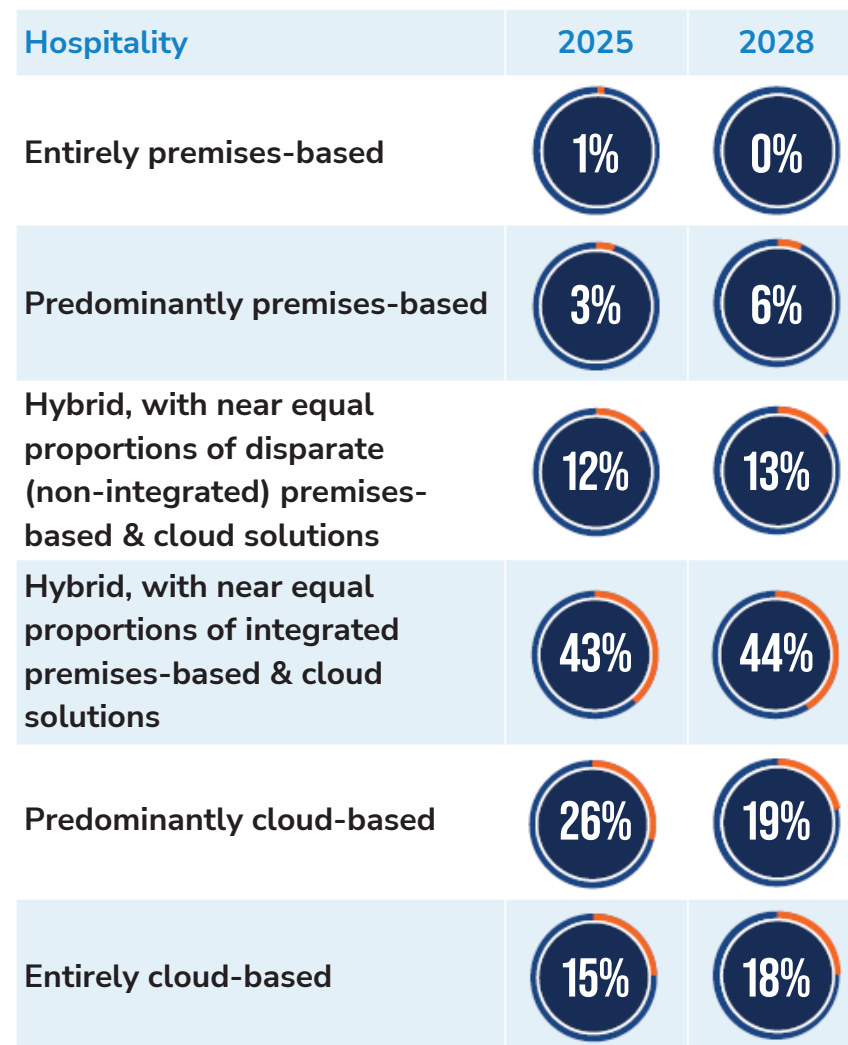
Gaining Flexibility without Compromising Control

Enduring the risks of disruption is not 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 modernise 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.



Source: Frost & Sullivan

Integration Points for Connected Hospitality Workflows

Communication transformation involves moving away from basic telephony connectivity to environments in which communication integrates directly into the business processes and DNA of a property.



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 that security, maintenance and housekeeping teams stay connected anywhere on the property.



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

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



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/Meeting APIs

Source: Frost & Sullivan



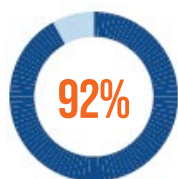
Navigating the Modernisation Transformation

Communications modernisation is a transformation journey, not a transactional deployment. Success depends on navigating changing demand patterns, evolving regulations, AI adoption and integration requirements across PMS, reservations and other hospitality platforms.

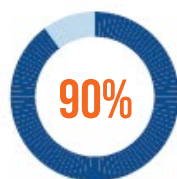
A large majority of hospitality IT/telecom departments expect to face a variety of significant near-term challenges with respect to communications and collaboration:

Managed services offer a strategic solution. Expert partners can augment internal capabilities or assume day-to-day technology management, helping organisations control costs, address skills shortages and keep internal teams focused on the core business throughout the transformation journey.

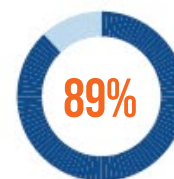
Today, over half of hospitality IT/telecom departments use managed services for an array of managed call control, contact centre, network, compliance, business continuity and other needs. Most expect to increase the use of these services going forward.



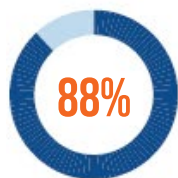
Dealing with security concerns



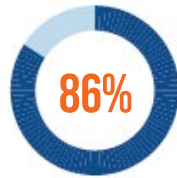
Ensuring network stability/reliability



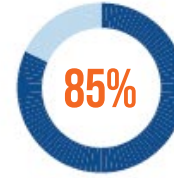
Systems integration; managing multi-vendor solutions



Dealing with privacy/compliance concerns



IT/telecom skills shortages, including AI skills

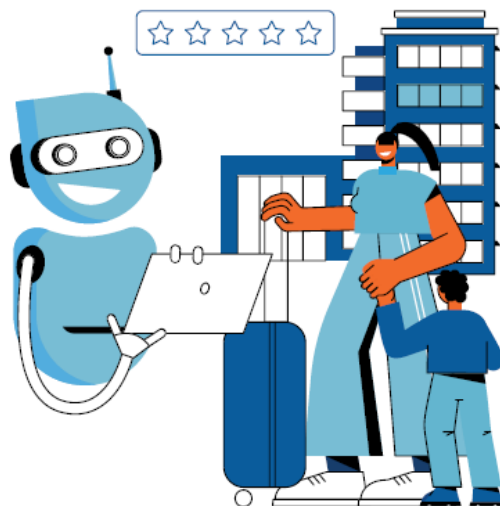


Managing the migration of our communications capabilities to the cloud

Selecting the Right Partner for Scalable and Secure Transformations

The right partner is essential for successful communication transformations. With directives to modernise 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 organisations can implement communication, collaboration and contact centre tools that enhance front- and back-of-house employee efficiency, as well as strengthen data protection. The right partner helps minimise 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

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



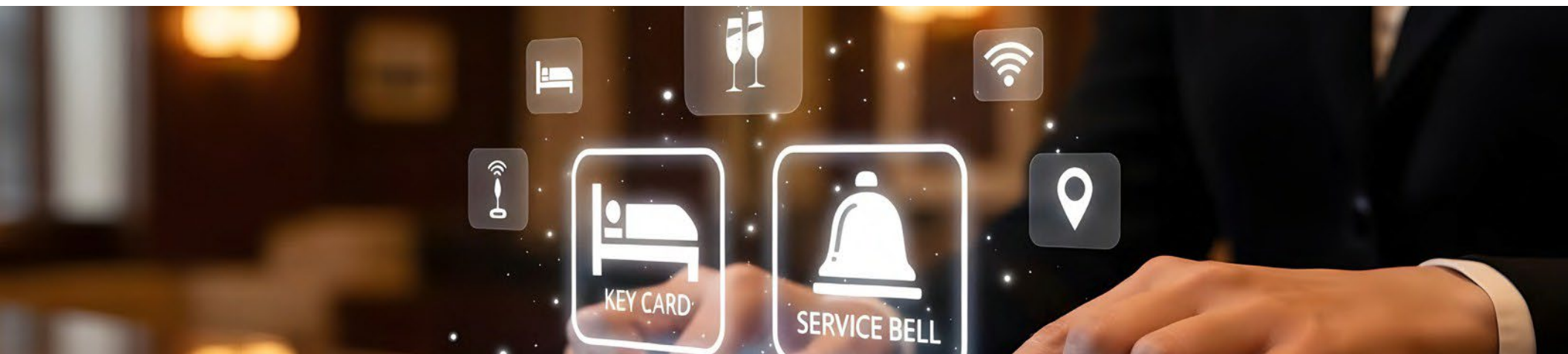
Aligning with the Right Partner to De-Risk the Modernisation of Communications

Communications modernisation is a journey, not a transaction. The consequences of missteps are unforgiving in competitive and dynamic markets. Long-term success depends on choosing 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 modernise 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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