

FOURTEENIP <sup>XIV</sup>

EVA  
Telephone  
System  
Integration  
Guide

[www.fourteenip.com](http://www.fourteenip.com)

# Introducing EVA

Our award-winning AI powered virtual agent service EVA, is helping hotels across the world significantly reduce costs and transform guest engagement. EVA (Evolution Virtual Agent™) quickly and professionally answers guests calls before, during and after their stay, typically managing 70% or more of those calls without a human agent being involved.

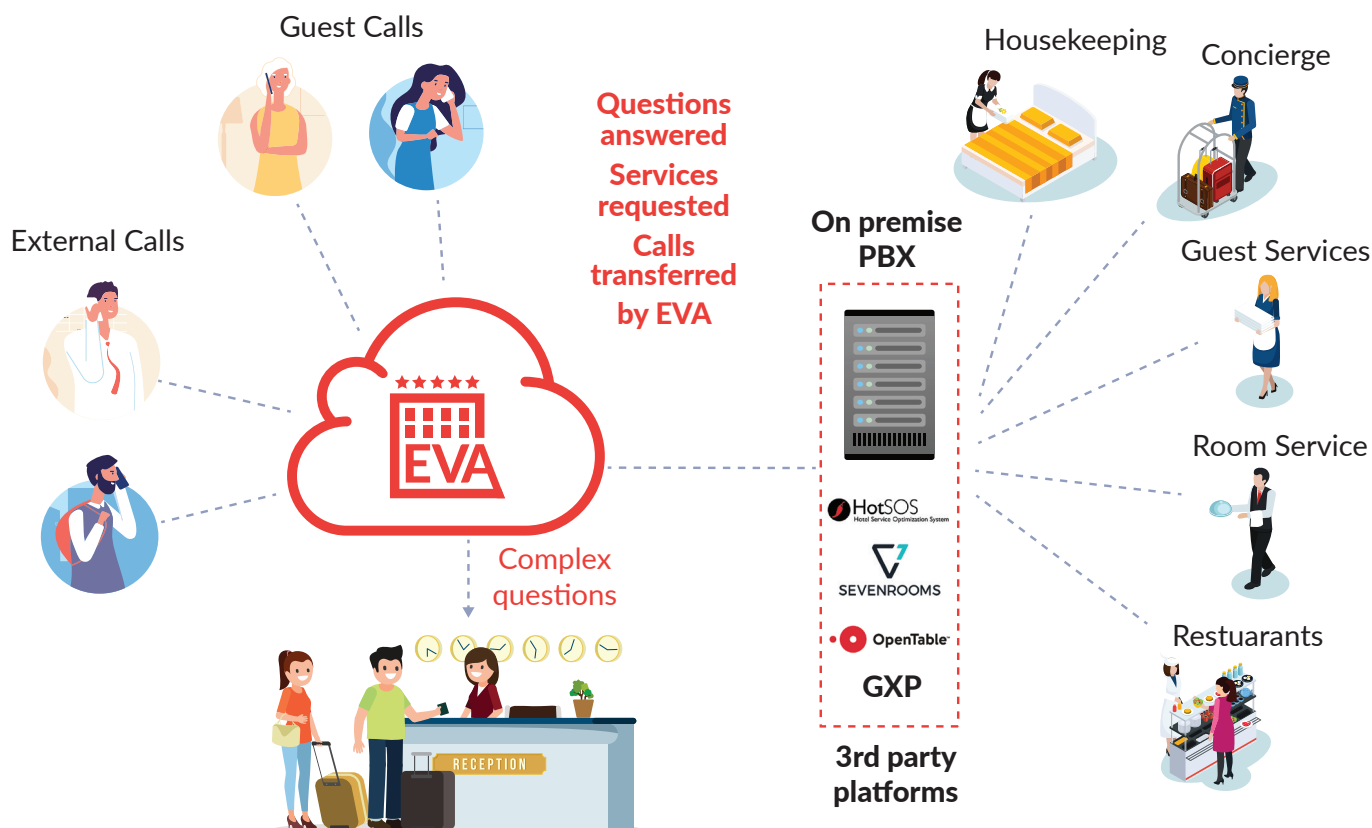
Sometimes referred to as a PBX Voice Assistant, EVA operates 24/7/365, liberating staff resources, to spend more time interacting with guests face-to-face and managing more complex requests.

EVA is approved or preferred by Marriott, Hyatt and Hilton hotel groups along with many other hotel groups and individual hotels worldwide.

This guide talks you through the various options available when it comes to integrating EVA into your hotel Telephone System or PBX and the information that Fourteen IP needs to help you get started with AI.



# What does EVA do?



## Internal and external calls managed by EVA freeing up hotel staff

EVA answers both internal guest room calls and external calls using conversational AI, to provide human-like responses to your callers. Unlike many other IVR (Interactive Voice Response) solutions, EVA can manage and respond to multi-intent questions in one sentence, such as 'Can I book a table for 4 people at 7.00pm on Friday' and provide real answers to guest questions.

If for any reason EVA cannot answer a question or where your rules dictate, it will transfer the call to a member of staff or simply act as an operator if a guest wishes to speak to the concierge, spa or business centre for example.

When integrated with a third-party platform such as HotSOS, GXP or Sevenrooms using APIs, EVA can manage room service requests, restaurant bookings and even take PCI compliant card payments where necessary.

EVA can send web-links to callers via SMS or carry out guest satisfaction surveys at the end of a call to gather vital marketing information.

# How does EVA work?

EVA is a cloud-based platform and can be deployed in a number of ways but as it is managing voice calls, it has to be connected to the hotel telephone system, as it is receiving internal guest calls from hotel rooms and external calls coming into the hotel.

EVA then has to be able to transfer calls when necessary to live agents and specific departments within the hotel.



## How does EVA connect to a hotel telephone system

### Fourteen IP Cloud Telephony

The simplest integration by far is with our own Evolution Voice hotel cloud telephony service. The integration is native, so requires nothing at all adding, apart from any 3rd party system integrations you choose to add.

Calls are answered, transferred and diverted seamlessly with guest name, room number and loyalty status included for internal calls.

- ★ No additional telephone lines required
- ★ Unlimited inbound calls
- ★ No additional middleware required
- ★ Jazzware included



# Integrating EVA with an on-premise telephone system

If you have an on-premise telephone system such as a Nortel, Mitel, Avaya, NEC or similar, an Integration Package will most likely be required to connect EVA to your telephone system.

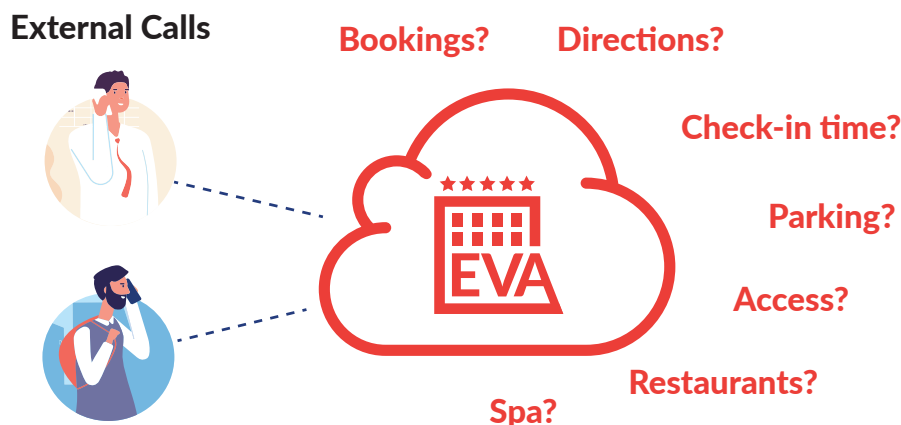
The Integration Package you will require is determined by:

1. **The make and model of your telephone system.**
2. **What telephone lines you are using.**
3. **Whether your telephone system is connected to the internet.**
4. **Whether you require guest name, room number and loyalty status to be recognised by EVA for internal calls from a guest room.**

Our project management or sales team team can guide you through your requirements based on the above information and assist with setting everything up.

## Getting Started with EVA

### Getting EVA to Answer External Calls



Typically, 70% of all calls to a hotel are external calls. Guests asking for directions, check-in times and information about parking and restaurant facilities etc, prior to their stay. You can create a great customer experience by having EVA quickly answer those calls and provide the requested information.

This can be achieved by having calls to your hotel diverted to EVA. We can help you get that set up.

## Transferring external calls to staff or departments

If the external caller wishes to speak to a member of staff or to a specific department such as the spa, business centre or concierge etc, those departments will need their own direct telephone number for EVA to transfer that call to.



If they do not already have a direct number (DID), our team will assist you with getting these set up by your provider.

## Getting EVA to answer internal guest calls



Guest room calls need to be diverted to EVA, so a call package will be required to cover the cost of all calls diverted to EVA and calls from EVA back to the hotel, if the guest wishes to speak to a member of staff.

Your account manager or EVA project manager will help with any questions you may have regarding changes to your call package or on-premise telephone system.

# Enhanced Integration

## Recognising Guest Name, Room Number and Loyalty Status



If it is a hotel or brand requirement to recognise guest name, room number and loyalty status, then you will require our Evolution Voice Connect service (known as EV Connect).

EV Connect provides the voice and data integration between EVA and your on-premise telephone system, providing room number information and enabling the hosted telephony features needed by EVA. You will require two EV Connect channels for each EVA agent, so that calls can be transferred from the telephone system to EVA and back to a member of staff if necessary.

EV Connect connects EVA to your telephone system either over the internet for telephone systems with that capability or via a gateway that physically plugs in to your telephone system. Fourteen IP will provide and install the gateway if needed and will work with your telephone system vendor to set this up.

### Additional requirements for older telephone systems

Some older telephone systems may require Jazz Connect in order to provide EVA with guest name, room number and loyalty status from your front of house system.

Naturally the team at Fourteen IP can advise you on all the integration requirements and help you with any changes required on your telephone system or from your telephone system provider.

## Further Enhancements

### Automating guest services with hotel productivity platforms

If your hotel uses additional service optimisation platforms such as HotSOS or SynergyMMS, or restaurant booking platforms such as Sevenrooms or Opentable, these can be integrated with EVA to improve operational efficiency and further enhance the guest experience

## What information does Fourteen IP require?

In order to provide you with advice and costs, we will require the following information:

### For all on premises PBXs we will require:

- Make and model of your hotel phone system.  
(This is the main control unit that is in your telecom or computer room etc)
- Details of existing telephone lines, these will either be T1 circuits (sometimes called PRI or ISDN) or SIP Trunks sometimes known as VoIP lines.
- The name of your Call Accounting software system (Eg Jazz, TigerTMS, Metropolis etc)

EVA is available 24/7/365, never takes a days holiday or goes sick and never leaves you to work for a competitor...

# About Fourteen IP

Founded in 2011, Fourteen IP has established itself as the global carrier for the hospitality industry with its Evolution Voice services being deployed in over 330,000 hotel rooms across 24 countries, supporting leading hotels and groups worldwide.

Focused on the hospitality industry Fourteen IP has offices in the USA, UK, Canada, Mexico and the Czech Republic and is an approved vendor for the Hyatt, Marriott, Hilton and many more hotel groups.

Services include Cloud Telephony, Connectivity, SIP Trunking, Webex Conferencing and Collaboration, Guest Administration and EVA, our AI powered, front and back of house Virtual Agent solution.



## Get in touch

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