



About Percipia

Percipia is an expert in hospitality telephony solutions, satisfying over 15,000 guest rooms and over 500 customers worldwide. Percipia was a pioneer in customizing IP technology for hotels as early as 2000, building capabilities that genuinely improve the guest experience and drive hotel revenue.

If you have a system that tracks guest preferences, you can integrate your phones throughout the hotel with this information. Then when a guest calls room service, for example, your staff can see those preferences, such as for vegetarian meals or favorite beverages. This allows hotel personnel to be more responsive to the guest's needs and to more easily up-sell services.

Percipia offers these functions and features in the Basic Parallax Server content package:

FEATURE	DESCRIPTION	NOTES
Guest Welcome Screen	Shown at guest check-in. Supports multiple languages.	PMS integration required
Hotel Services Directory	Information on property-based services, and retail or F&B outlets	Customizable menus and graphics; all can be enabled with touch-to-call buttons
Hotel Events	Listings of current and future events in the hotel	Modifiable by staff via admin GUI
Reservation Interface for Dining, Spas, Other Services	Display menus, touch-to-call, make reservations via GUI	Touch-to-call requires IP-PBX support
Local Services and Attractions	Information on local area attractions, tours, retail, F&B outlets and other services	Customizable menus and graphics; all can be enabled with touch-to-call buttons
Idle Loop Promotional Messages	Increase sales of branded products, services and unsold inventory	POS and PMS integration enables one-touch purchasing
Web-Delivered Live Content	Access to stocks, weather, flight info, world clock	
Wake Up Calls	Supports single and multiple wake up calls set either by guest or staff	Multiple parameter control
Do Not Disturb	Allows staff or guest to set or modify or DND settings	Allows for emergency override
Broadcast Guest Message	Targeted delivery of advertising or promotional messages	Ability to segment to specific groups
Guest Feedback and Survey	Customizable guest satisfaction research tools	Can send alerts to staff when unsatisfactory result recorded

Some features may require additional software, hardware or integration services.

Percipia offers enhanced capabilities that improve the guest experience and drive greater hotel revenues. For example, the group directory option makes a hotel more convenient for members of a group, allowing them to see a list of other checked-in members, and auto-dial them instantly.

Percipia offers these advanced features in the enhanced content package:

FEATURE	DESCRIPTION	NOTES
Group directory with PMS interface	Guests see directory of members of their group who have checked in. Privacy opt-out. Information provided by PMS.	Requires PMS interface
Group directory without PMS Interface	Guests see directory of members of their group who have checked in. Privacy opt-out. Information provided by Parallax server.	Requires input of group information via Parallax GUI
Valet Parking	Guest can select their car to be delivered by valet service.	Requires integration to parking management system
Room Service Ordering	Enables room service ordering from touch screen.	Integrates to POS. Requires PMS support.
Room Control	Guests use touch screen for environmental control, such as lights, thermostat, etc.	Requires integration to environmental management system

Percipia offers these administrative staff and front desk features:

FEATURE	DESCRIPTION	NOTES
Web-based GUI for Front Desk	Provides access to Percipia's Parallax GUI from any location with web access	Access to both front desk and administrative interfaces
Checkin/Checkout	Parallax's settings are enabled for an empty guest room and only front desk, room-to-room, and emergency calls are allowed	
Do Not Disturb	Allows hotel staff to set, modify, override and cancel DND calls for the guest	
Guest Room Change or Swap	Carries forward any guest settings from the check-in process, including any messages and wake-up call settings and assigns the new guest extension	Requires PMS support
Housekeeping Status Update	Allows housekeeping staff to update room status on Teledex iPhone. Posts status to PMS.	Also can be enabled via DTMF support for non-display phones
Link Status	Monitors link between IP-PBX, PMS, voicemail system and Parallax, and sends alert when link is interrupted	GUI provides visual status
Voice Mail or Text Message Alert	Turns on message waiting indicator of Teledex iPhone when a new voice mail or text message is received	When text messaging is not supported, turns on MW indicator and sends recorded message for guest to contact front desk.

Some features may require additional software, hardware or integration services.