Empowered by Innovation

NEC

NEC's SV8100, the jewel in the Crowne
Crowne Plaza

Customer
- Crowne Plaza

Industry
- Hospitality

Challenges
- Aging system with limited functionality
- Lack of scalability and flexibility
- Need to create greater efficiency and productivity gains

Solution
- NEC's SV8100 IP communications server, with loads of scalability and flexibility built-in
- Digital ISDN lines allow for quick call routing and efficient customer service
- Voice Mail for staff and guests to make communication easier

Results
- Greater guest satisfaction
- Improved efficiency of hotel operations

Applications
- SV8100 Communications Server
- UM8000 Voice Mail
- DT 300 series phones handsets

Overview

Crowne Plaza in Perth provides stylish boutique accommodation overlooking the City's river and parklands.

The hotel offers premium accommodation, designed for the business and leisure traveller who appreciates simplified elegance combined with the practicality of the latest features.

The 189-room hotel, which is managed by 70 staff, is part of IHG. The hotel group's commitment is to deliver "Create Hotels Guests Love."

General Manager Terry Austen said the hotel team was always committed to enhancing the performance of the Crowne Plaza brand. "We are continuously striving to meet our guests' expectations by ensuring our hotel caters to their needs."

Enhance the customer experience with NEC's collaborative communications.

The Issue

Crowne Plaza's telephony system was operating from an aging Alcatel PABX, which was restrictive to deliver emerging expectations. The call accounting package it also operated had aged and subsequently failed in April 2010.

The hotel saw an opportunity to enhance their customer service and improve their back office efficiency by investing in a modern IP-enabled communications solution.

The solution needed to interface with the hotel's existing and new hospitality applications including its Micros Fidelio Opera property management system and FCS middleware server (billing engine).

Crowne Plaza wanted a solution that was not only state-of-the-art, but also cost effective, supported locally and fitted in with the hotel's existing cabling infrastructure.

Crowne Plaza considered a number of vendors including Cisco, Alcatel and Mitel. All these vendors were able to provide modern telephony systems, but it was NEC Australia's reputation, local presence and value for money that won it over from its competitors.

NEC Australia's partner Necall Communications has a long standing relationship with the hotel. Austen said the hotel's relationship with Necall Communications coupled with NEC's reputation was a key ingredient in Crowne Plaza's decision to choose NEC.

"NEC has a great reputation for its reliability and support and Necall Communications knew our business inside and out; it was a good match for us," Austen said.

The Solution

Crowne Plaza deployed an NEC SV8100 communications server providing voice and data connectivity to 266 lines. This robust, feature-rich solution has the highest quality voice and reliability in the market and is completely scalable to meet Crowne Plaza's communication needs now and in the future.

The SV8100 IP interface integrates with many different hotel systems making the collaboration with FCS and Micros Fidelio streamlined. The connection of these systems over the existing data network required only minimal customisation for the many Crowne Plaza features.

A single IP input from the SV8100 to the FCS middleware server provides communications back to the main administration reception for check-in and check-out, while automatically providing all the customized telephone features for guests on check-in.

Necall Communications recommended ISDN digital lines to provide direct room dialing and direct access to the hotel's automated attendant, delivering quick call routing to departments or services required by external callers.

"Necall Communications took the time to understand our needs and provided suggestions that we had overlooked; it's added value to our business," Austen said.

The hotel also deployed a UM8000 Voice-Mail solution which delivers feature voice mail to the hotel staff along with easy to use voice mail for the hotel guests.

"The joint install team of NEC and Necall Communications provided a seamless transition to the new system with minimum disruption," Austen said.

The Outcome

Austen said he was extremely pleased with NEC's level of service and commitment to the project.

He said the NEC and Necall Communications technicians had worked around the clock. "All systems are the way I wanted and from my perspective the NEC solution is perfect."

"For our guests, they can now access voicemail, DDI and quick dial. By providing these features we are meeting our customers' expectations and delivering on our commitment to deliver Great Hotels Guests Love."

Austen said the voicemail and rollout of new DT 300 series administrative phones had improved the efficiency of the hotel operations.

"The voicemail enables our staff to respond quicker to our customers and suppliers requests while the "page" function has added a further component to our extensive emergency preparedness procedures also," Austen said.

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Terry Austen, General Manager, Crowne Plaza Hotel

For more information, visit **www.nec.com.au**, email **contactus@nec.com.au** or call **131 632**

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