



BENGALURU BASED LUXURY HOTEL CHOSE MATRIX HOSPITALITY SOLUTIONS TO SERVE GUESTS PAR EXCELLENCE AND GAIN AN EDGE OVER COMPETITORS

Case Study

CUSTOMER

Business Hotel

INDUSTRY

Hospitality

LOCATION

Bengaluru (India)

MATRIX PARTNER

Samartha Systems

CHALLENGES

- Communication System Tailored for Hotels
- Quick Connectivity between Staff, Regardless of their Location
- To Offer Enhanced Guest Services
- Efficient Management of Heavy Call Traffic
- Communication Platform with Ready Integration to PMS
- High Telephony Costs

SOLUTION

- ETERNITY ME16SAC – IP based Communication Platform
- One PRI Card for Appropriate Number of Channels
- Interoperability with Leading PMS

RESULTS

- Streamlined Internal Communication
- Improved Guest Experience
- Boosted Team Efficiency
- Reduced Telephony Costs
- Proper Handling of Heavy Call Traffic



Modern hoteliers are facing many challenges including competition from new-entrants to massive transformation in guest's idea of luxury and comfortable living. Gone are the days when classic interiors and breathtaking view were enough to build a loyal customer base. People are more inclined towards technology nowadays and as a result, they want the hotels to offer facilities such as Wi-Fi availability and more.

INTRODUCTION

A Bengaluru based luxury hotel has contemporary architecture with elegantly designed furniture and amenities. The serene atmosphere of the hotel makes it an ideal destination for both business and leisure travelers.

Because of the world-class services and location in one of the business capitals of India, the hotel receives great number of guests. Offering superior services to every guest, efficient management of calls asking for service or reservation and robust communication link between the internal staff, forced the hotelier to look for a dependable communication solution.

To ensure 24X7 connectivity and avoid communication delays, the hotel owner did a thorough study of the communication solutions available in the market. After rigorous study of different products, the hotelier entrusted Matrix Hospitality solutions, because of its state-of-the-art architecture and commendable sales support. Deployment of Matrix Hospitality solution has streamlined the internal communication in the hotel. Since the platform is based on IP technology, the solution catered to the hotelier's need of offering technically advanced solution to the guests.

CHALLENGES

Bengaluru based luxury hotel wanted a solution that offers easy connectivity to the hotel staff, regardless of their location. As the hotel wanted to entice tech savvy customers, they were looking for a solution that is based on the latest technology and allows them to switch as per the current trend.

The issue bothering the hotelier was management of guest services from a single interface. They wanted a communication solution, which could be integrated with the leading PMS (Property Management Software). Another requirement was to have continuous communication between the staff members, inside or outside the hotel premises.

SOLUTION

Matrix, working with its esteemed partner **Samartha Systems**, tailored a solution with ETERNITY ME16SAC as the main component.

ETERNITY ME16SAC- IP based Communication Platform

Specialized hotel Analog extensions were already present in all the guest rooms of the hotel. The hotelier wanted a robust internal connection between the rooms. They also wanted to improve connectivity between the rooms and other service departments. Matrix ETERNITY ME16S was offered to cater to these distinct requirements of the hotelier. ETERNITY ME16S offered connectivity for 200 Analog extensions and established a robust link between the rooms, reception, house-keeping and the room service department. Hybrid architecture and IP based platform supported the hotelier's future expansion plans and remain abreast with the evolving technology.

One PRI Card for Appropriate Number of Channels

The next issue was proper management of heavy call traffic. Simultaneous calls resulted in increased call drop ratio and telephony costs. For effective management of high number of calls, PRI card was inserted that offered adequate number of channels. Appropriate number of calling channels allowed guests to connect with the concerned department. Furthermore, increased number of channels allowed the receptionist to manage heavy call traffic.

Interoperability with Leading PMS

For proper management of all the guest activities from a single screen, the hotelier wanted to integrate PMS with the installed communication system. With PMS license, PMS was integrated with the PBX over IP, without any middleware. Hoteliers managed routine hotel activities such as:

- Guest Check-in/Check-out
- Set/Cancel Wake-up Calls
- Generate Bills and Print Reports
- Block/Allow Room-to-room Dialing
- Room Occupancy Status
- Room Clean Status
- Call Budgeting
- Distinctive Ringing
- Call Privilege
- Voicemail

RESULTS

Since, Matrix Hospitality solutions are tailored after considering the unique requirements of the hoteliers, the luxury hotel leveraged a bunch of benefits, like:

Improved Connectivity between Staff Members

With communication routed over a single platform, hotel staff can now connect with each other from any location and at any time. Presence sharing feature allows the staff to check the availability of fellow employees and distribute work accordingly, leading to answering of guest service request on time. Robust communication link between the hotel staff boosts team efficiency.

Enhanced Guest Experience

Improved connectivity between the staff members resulted in proper distribution of work and addressing of guest service on time. Furthermore, management of daily hotel activities from the same interface resulted in answering guest queries in less time, improving the hotel's image.

Proper Handling of Call Traffic

With PRI trunk ports offering adequate number of channels, no calls are dropped now. Front desk executives are able to attend all the calls in time, enhancing guest experience.

Reduced Telephony Costs

With support for PRI trunk and CAS (Call Accounting Software) integrated with ETERNITY ME16S, the hotelier boosted internal connectivity at reduced costs. Using CAS, the hotelier pre-defines call budget for the guests, according to the type of the reserved room and saves on call costs. Furthermore, using the Call Privilege feature, the hotelier restricts/allows guests to make long distance calls.



ABOUT MATRIX

Established in 1991, Matrix is a leader in Telecom and Security solutions for modern businesses and enterprises. An innovative, technology driven and customer focused organization, Matrix is committed to keep pace with the revolutions in the telecom and security industries. With more than 40% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like IP-PBX, Universal Gateways, VOIP Gateways and Terminals, GSM Gateways, Access Control, Time-Attendance and Video Surveillance solutions. These solutions are feature-rich, reliable and conform to the international standards. Having global footprints in Asia, Europe, North America, South America and Africa through an extensive network of more than 500 channel partners, Matrix ensures that the products serve the needs of its customers faster and longer. Matrix has gained trust and admiration of customers representing the entire spectrum of industries. Matrix has won many international awards for its innovative products.

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