



RENAISSANCE PALACE BAKU

RENAISSANCE PALACE HOTEL, AZERBAIJAN OFFERS EXCEPTIONAL SERVICES TO GUESTS WITH MATRIX TELECOM SOLUTIONS

Case Study

CUSTOMER

Renaissance Palace Hotel

INDUSTRY

Hospitality

LOCATION

Baku, Azerbaijan

MATRIX PARTNER

Zetron Telekom

CHALLENGES

- Room to Room Connectivity
- Connectivity between Different Departments
- Wireless Connectivity
- Operator's Inability to Handle Heavy Traffic of Calls
- Proper Management of Routine Hotel Activities

SOLUTION

- ETERNITY GE6SAC
- Sleekly Designed EON48S
- Seamless Connectivity between Analog Extensions
- VOIP Connectivity to Remove Hassle of Installing Wires
- Consolidated Interface to Monitor Daily Hotel Operations
- Digital Key Phones for Improved Communication Convenience
- Ergonomic Operator Console DSS16x4 for Proper Management of Calls

RESULTS

- Improved Connectivity between Staff Members
- Enhanced Guest Living Experience
- Compact Footprint



Hospitality industry is always filled with challenges. Rapid changes in the guest's demands and new entrants coming up with innovative ideas are acting as threats to the established players. However, hospitality is one such industry where prompt service matters the most. Therefore, apart from changing the hotel infrastructure to suit the guest's needs, quick and quality services require attention of every hotelier.

INTRODUCTION

Renaissance Palace hotel, equipped with 60 rooms located in Baku, Azerbaijan is known for its excellent hospitality services. The hotel's location near the Azerbaijan State Philharmonic hall, Baku State University, Palace of Shivram Shahs and Nizami Museum makes it an ideal destination for tourists. However, availability of business center, professional ambience and meeting room attracts business travellers as well. The amenities like full-service spa, fitness center, concierge services, 24-hour front desk and free Wi-Fi makes Renaissance Palace Hotel an ideal accommodation for business travellers and tourists.

Since enhanced guest service was a major concern of the hotelier, they were looking for a communication solution that bridges communication gaps between the staff members. Furthermore, the hotelier wanted to invest in a solution that offers easy access of the hotel routine activities from a single screen.

The hotelier believes in delivering value to all the guests. Therefore, he was looking for a solution that adds value to his establishment. A thorough study of all the products and their specifications was done to select the best. The hotelier opted for Matrix Hospitality solution after considering the reliable architecture and features offered by the system.

CHALLENGES

To cater to the distinct demands of the guests, the hotel housed multiple departments such as meeting room, bar, spa, business center and more. To offer enriched and quick services to the guests, it was necessary for the hotelier to connect all departments.

Since the hotel was an ideal accommodation for different kinds of travellers, it was evident that the receptionist's desk was always ringing with reservation enquiries and service requests. Handling heavy traffic of calls and reverting with proper answers in short period of time was difficult for the front desk executives. Furthermore, the hotelier was also looking for a solution that offers room to room dialing facility.

SOLUTION

Matrix, with its esteemed partner **Zetron Telekom**, understood the challenges faced by the hotelier and designed a solution with:

- **ETERNITY GE6S - The IP-PBX with Seamless Mobility and Universal Connectivity**

Matrix hybrid and universal architecture was installed at the hotel to cater to hotelier's requirement of connecting different departments and offer room to room dialing facility. Access of new age and legacy networks such as VOIP, GSM, Analog, PRI and BRI enabled the hotelier to use different trunks and utilize the Least Cost Routing Algorithm feature to reduce communication costs.

- **VOIP Connectivity to Avoid Hassle of Installing Multiple Wires**

For hotels, aesthetics plays a major role. Although, the need of hotelier was to establish seamless connectivity between different departments, he wanted minimum installation of wires. To cater to this need of the hotel owner, VOIP card was inserted in the system. The connectivity over IP required minimum use of wires for continuous communication between departments or amongst the guests.

- **Consolidated Interface to Monitor Routine Hotel Operations**

The receptionist's productivity was hampered since maximum time was spent juggling between screens to manage different hotel activities. Matrix offered Hospitality license enabling the front desk executives to monitor Check-in, Check-out, Floor Service, Room Clean Status, Room Occupancy Status and Room Shift status from the same screen. Easy access of all the services boosted efficiency of hotel staff thus improving hotel's reputation.

- **Digital Key Phones and Operator Console for Improved Communication Convenience**

Front desk executives used to receive heavy call traffic on daily basis. The calls included both service request and queries from the guests. To handle these calls efficiently and transfer calls after measuring the availability of staff, Matrix offered its feature loaded Digital Key Phone EON48S and Digital Operator Console DSS16X4. DSS and BLF keys helped the front desk executives to route a call to the available person and get the guests served in minimum time. Flexible LCD Screen, 64 Keys Expansion Module and 12 Touch Sense Feature Keys uplifted communication convenience of front desk executives.

RESULTS

Improved Connectivity between Staff Members

Access of intelligent call management features, noting Presence Status from BLF keys and ease of contacting the desired station by pressing a single key enabled the staff to easily contact each other and assign service requests. Prompt completion of services request enhanced guests' experience and improved the hotel's image.

Enhanced Guest Experience

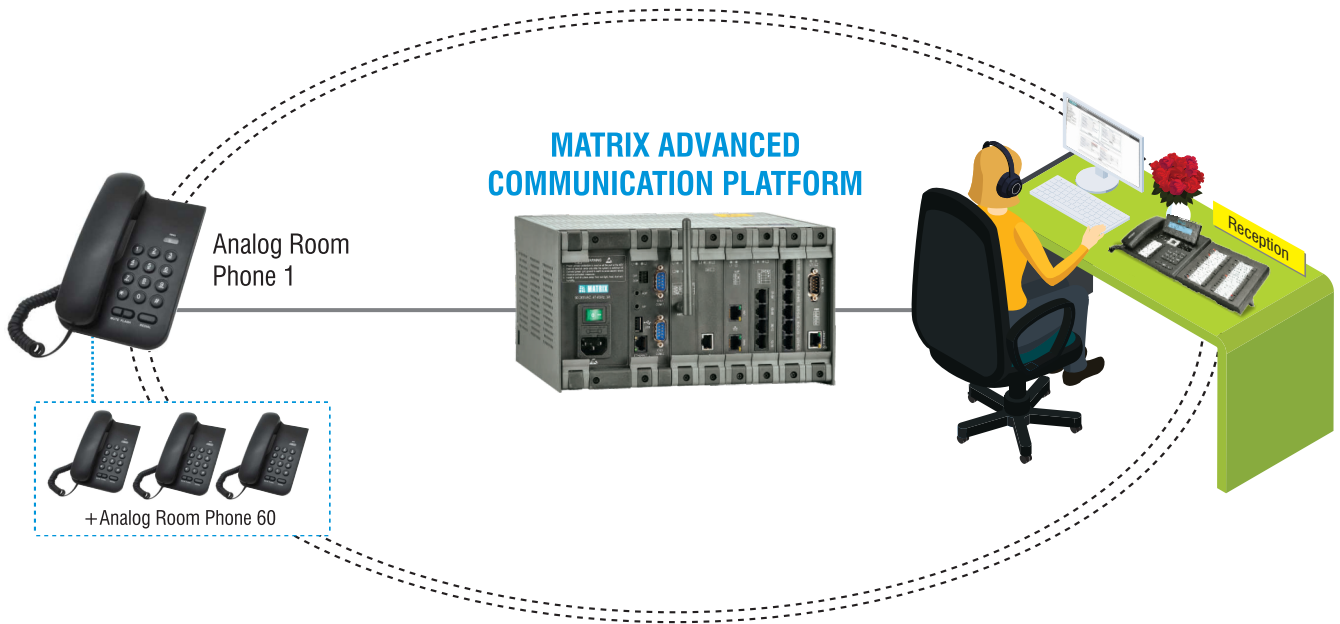
Availability of adequate number of channels, improved dialing experience and ergonomic User Terminals enabled the staff to remain constantly connected with each other and solve the guest's queries on time thus, improving their living experience.

Compact Footprint

Access of different networks, hospitality features and IP technology from a single platform helped the hotelier improve communication without consuming more space and at the same time retain aesthetic value of the hotel.



APPLICATION SCENARIO



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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