



Connecting the remote - Bovey Castle

Challenge

Bovey Castle is a luxury five-star resort in the heart of Dartmoor National Park. With 150 employees and 79 guest rooms spread across the main hotel and 22 lodges, Bovey Castle is the epitome of a luxurious hotel in a stunning, remote, setting. In order to enhance service to its customers, the hotel underwent an extensive phone upgrade to its 20-year old network.

Solution

The solution was to revamp the existing infrastructure and install Avaya IP Office 5.0 across the network.

Value Created

- Consistent, branded customer experience
- More productive internal collaboration
- Faster linkage of people, processes and resources
- More agile, secure and reliable operations

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“The existing phone system was very outdated, had no add-ons and included nothing more than the basic functionality. More significantly, it could only handle one call at a time which meant lost opportunity to book customers as many calls were missed. The decision to upgrade was a business critical one.”

In partnership with the customer, Avaya partner IP Digital evaluated several options before finding a solution that would bring the antiquated telephone system to the present. Paul Murray, technical director at IP Digital comments:

“We evaluated the network and the customer’s needs and produced a solution that would not only include the bespoke elements they required, but would also lay the foundation for any future upgrades that might be necessary as the business grew or changed. Avaya’s solution delivered this at every level.”

Brave New World

Given the customer-centric nature of the hospitality business, it was important that the deployment take place quickly and smoothly to avoid any downtime or disruptions. Following sign-off of the project, the system was fully deployed in just a few hours, with minimal downtime and no disruption to service. Jake Nash comments:

“Once we received the go-ahead the project went ahead very quickly. All planning, execution and deployment was completed in less than 7 working days, with only a few minutes of downtime during the rollout, which happened at 3 am, so it was virtually imperceptible to customers and staff.”

Fuelled by Avaya IP Office 5.0, the new system included all the new features required by the customer, and delivered a completely new way for staff and customers to communicate:

“The new network hit every mark we set out. We now have consistent, easy to use voicemail for guests and the staff of the hotel, which makes running the business easier and more efficient. In the past, it was common for calls to be lost while in transit from one employee to the next, but this no longer happens. It is also extremely well integrated across the different buildings on our site. Even though the systems are quite different and are different ages, they now function in a completely seamless way, so it has the look and feel of one solution. It used to be very challenging to connect to the external lodges or transfers

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—Jake Nash, financial director, Bovey Castle Hotel

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Above and Beyond

The upgrade met all of Bovey Castle's requirements – Avaya IP Office 5.0 provided a seamless, reliable, easy-to-use telephone network. However, the software delivered additional, unexpected benefits:

“We were extremely happy with the system as it met all the requirements we set out for it. However, unexpectedly, we've seen a four-fold increase in revenue from guest telephone calls following the installation. Bovey Castle is located in a fairly secluded area, so there is no consistent mobile phone reception. In the past, this meant that guests could sometimes use the landlines as an alternative. However, our

previous system was so unreliable guests hardly ever used it! The new system has given us the ability to more effectively capture, monitor, and bill guests for costs incurred during their stay, but also stimulates use since it is significantly more reliable than before. The system functionality has also helped in training staff, so we've benefited tremendously and on multiple levels. More importantly, we've restored employee confidence which improves productivity overall.”

The system in place today will meet all Bovey Castle's requirements for several years to come. However, if needs change, the infrastructure is ready to accommodate this. Paul Murray comments:

“The system currently in place is totally future-proofed, so we can change things around or add functionality as needed without compromising what is already in place. The key is that moving forward any

upgrades will only be software-based, so the investment is protected for years to come.”

Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Account Manager or a member of the Avaya Connect channel partner program, or access other collaterals by clicking on **Resource Library** at www.avaya.com/uk.

All statements in this Case Study were made by Jake Nash, financial director, Bovey Castle and Paul Murray, technical director IP Digital.

APPLICATIONS

- Avaya IP Office 5.0

ABOUT BOVEY CASTLE

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ABOUT IP DIGITAL

IP Digital Ltd is an Avaya partner located in the South West of England. With a focus on the hospitality industry, IP Digital focuses on bringing its telecoms experience to many areas in the UK and abroad. IP Digital is proud to give superb after sales maintenance and contracts that focus on customers as they grow. Big enough to cope, small enough to care, “we talk technology”.

ABOUT AVAYA

Avaya is a global leader in business communications systems. The company provides unified communications, contact centers, data solutions and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

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References to Avaya include the Nortel Enterprise business, which was acquired as of December 18, 2009.

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