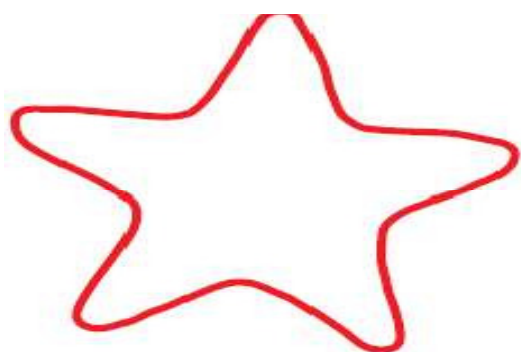


Crown improves guest experience with a sophisticated Logicalis solution

Crown Melbourne Limited is one of Australia's largest entertainment groups, with core business and investments in the gaming and entertainment sector. Setting the benchmark for luxury hotels in Australia, its three Victorian hotels include Crown Towers, Crown Promenade and Crown Metropol (opening in 2010).

Challenge

Crown was using an outdated PABX phone and messaging system, which was inefficient for the size of the hotel group. This often led to delays in responding to customer enquiries and reservation requests. It was also becoming a major challenge to track each customer case and process customer reservations accurately. With a complete refurbishment planned for Crown Towers, it became evident that the existing telephone system was well below the standard of a luxury hotel. In addition, the telephones found in guest rooms were relatively basic. Therefore, Crown was looking for a partner who understood the complex needs of the Crown business and who could meet the challenge of integrating a new, more efficient telephone system with the existing PABX system, ensuring seamless transition during the period of reconstruction.



Solution

To meet this challenge, Logicalis developed a bespoke communications solution that would deliver outstanding customer service through the innovative use of telephony technology. The multi-stage project was designed to deploy a single, unified telephony system across the entire Crown administration and its three Victorian hotels. So far, the initial stage of the project has been completed.

This includes the deployment of 2,100 Cisco IP phones and messaging to the Crown Towers and Crown administration staff. It also includes the addition of a new, unified contact centre, integrated with multiple Cisco technologies. The new contact centre was designed to process customer reservations and requests in a timely manner, while tracking each customer case. Accurate reporting on how long each request takes to be actioned and completed is now possible.

Each suite has been transformed into its own service centre, with at least two handsets, including a colour touch screen on the desk so guests can simply touch their required service to request room service, house keeping, local weather, flight schedules, and other up-to-date information on the local area. Logicalis has also implemented the "Cisco Unified Communications Contact Centre Express" for Crown Towers' reservations and customer service team. With the new system, each time a customer contacts the centre, a new case is opened. This provides a way of generating reports on call statistics and showing real-time data on how customers' needs are being met.



“Crown was looking for a partner who understood the complex needs of our business and who could meet the challenge of integrating the new system with the existing PABX system during the period of reconstruction. Logicalis delivered on this, combining experience with attention to detail to build a robust solution that delivered the required functionality securely.”

Finally, the new system is capable of managing the complex workflows and interfacing of multiple applications, such as property management systems. An enhanced fax distribution and routing structure within the contact centre has also been included. With the new system, customers will be served more efficiently, with reservation and request processing streamlined and tracked against Key Performance Indicators.

Logicalis is responsible for maintaining and managing the network, providing 24x7 support and visibility into the telephony system.

The project is a multi-million dollar development that will be rolled out in stages over a number of years. All stages of the project are expected to be completed by 2010, which will see a total of 7,500 handsets rolled out.

Benefit

“Since the changeover to the Logicalis network, we have seen significant improvements to the way we manage customer requests and the amount of time it takes to resolve each enquiry, thanks to an enhanced contact centre experience and a streamlined reservations process. Internal communication has improved considerably and the overall feedback from guests has been positive,” Lam said.

“We thought the switch to a new system would be challenging, but the integration with our existing PABX system has been seamless. The improvements we’ve seen would simply be impossible if we remained with our previous network.

“Customer service and value are the keys to our business success, and with Logicalis as a partner we are confident that we have found a robust solution that far exceeds our expectations and those of our customers,” Lam said.