

Pan Pacific Hotels & Resorts Improves Call Management and Extends Staff Mobility with an Avaya IP Telephony Contact Center Solution

Challenge

Replace the old PABX solution with newer telecommunications infrastructure to improve its call center operations; take advantage of convergence and mobility capabilities, thus enabling a creative deployment of the organization's communications system.

Solution

An Avaya IP Telephony Contact Center Solution based on an Avaya S8300 Server running Avaya Communication Manager and Basic Call Management System (BCMS) software and mobility solutions like Avaya Modular Messaging and Avaya IP Softphone 4602, Avaya PDA Softphone EC500 and Avaya IP Telephones 6408 & 6424.

Value Created

- Intelligent, personalized interactions with customers via improved call management and reporting capabilities
- More productive internal collaboration
- Faster linkage of people, processes and resources with mobility features through Modular Messaging features like Find Me/ Follow Me
- More agile, secure and reliable operations from a trusted partner ensures the organization's IT investment

SINGAPORE – Strategically located in the Asian hub of Singapore, Pan Pacific Hotels and Resorts is engaged in the management and marketing of hotels and resorts in 11 countries throughout the Pacific Rim.

Formed through a merger of Tokyu Hotels International and Emerald Management Company, the group's first hotel was the Sari Pan Pacific Jakarta, which opened in 1976. Today, the group is comprised of 22 hotels (15 managed properties and 7 marketing affiliates) with over 8,000 rooms. Pan Pacific Hotels and Resorts spans half the globe, from Jakarta, Indonesia to Seattle, USA.

Pan Pacific has made it its mission to ensure that its properties throughout the Pacific Rim embrace the differences of each land and its culture. The company puts forward the philosophy that travel should be a journey into the mystique of a land that travelers will long savor and enjoy. The celebration of culture and tradition is infused into almost every facet of the Pan Pacific properties, from the experienced associates to the interior designs and dining establishments. Each location is a reflection of its environment and conveys a unique personality as well as purpose.

The Challenge: Upgrading the Network and Improving Contact Center Operations

Pan Pacific believes that technology is important to ensure the smooth running of the business, from the ability to call up guest information quickly at reception to reservations and even engineering services. The company aims to continue the development of its assets in terms of technological infrastructure such as:

- Improving and modernizing its call center infrastructure for the corporate office and subsequent application in the various hotels
- Replacing the old PABX solution with newer telecommunications infrastructure
- Taking advantage of convergence opportunities, which will enable creative deployment of the organization's communications system

The first step for Pan Pacific is re-evaluating its telecommunications model and moving towards an enterprise telecommunications model cost-effectively. The company had been running on a PABX system the past seven years.

“One of our long-term goals is to link all our offices worldwide by building up our telephony network. Our PABX system was relatively old and not easily upgradeable. The infrastructure wasn’t in place to allow our office to build up the telephony network,” said Mr Mark Fancourt, Corporate Director of Information Technology, Corporate Office of Pan Pacific Hotels and Resorts.

“We were also unable to integrate our office automation and telephony products. Although we had a call center tracking application on the PABX, it didn’t work at all! Our agents were unable to check call histories or trace calls which affected the level of service we provide our customers. The PABX system also did not provide real facilities for a mobile workforce, which was especially critical for our IT and hotel operations strategy as it would enable Pan Pacific to move from a ‘Point of Sale’ to ‘Point of Service’ model.”

The Solution: A Scalable, Reliable IP Telephony and Contact Center Solution for Mobility and Future Growth

Pan Pacific decided it was time to replace the old infrastructure. After evaluating several options, the company decided to select an Avaya IP Telephony Contact Center Solution. The Avaya solution met Pan Pacific’s requirement to replace its

telecommunications infrastructure with a more advanced system that will allow the company to create a unified WAN which will enhance customer service and improve work processes.

The solution is comprised of an Avaya S8300 Server running Avaya Communication Manager and Basic Call Management System (BCMS) software and mobility solutions like Avaya Modular Messaging and Avaya IP Softphone.

“When we were considering a suitable solution, we were not just looking for a technological solution, but a solid technology partner with an international presence. Avaya was very professional – the team understood what we required and proposed the solution to match our needs today and in the future. Avaya also provided a visible and clear channel of support to J&J. They gave us the support and service we needed, at the right price.”

The Benefits: Improved Call Management and Enabled Staff Mobility with Proven Technology from a Trusted Partner

Pan Pacific has reaped significant benefits in the following areas with the implementation and deployment of the Avaya solution.

Improved Call Management

Pan Pacific has improved call management through the Avaya Communication Manager, BCMS and Modular Messaging solutions. Communication Manager – an open, scalable, highly reliable and secure application ensures user and system management functionality, intelligent call

routing, application integration and extensibility, and enterprise communications networking. Voice and data have been organized and routed more efficiently to the right agent.

The company has been able to monitor calls and allow for the efficient planning of resources through BCMS call reporting features. *“Our call center capacity is well set up for the future. Having reporting and information tracking capabilities is a good start for us, as our agents will be able to have all the information at their fingertips,”* said Mr Fancourt.

Enabling Staff Mobility

The Avaya solution has enabled staff to enjoy more mobility. With the IP-based infrastructure, coupled with Avaya Modular Messaging, staff have been able to receive calls, download information and receive messages even when they are out of the office.

“Besides improving our call management process, we will be able to provide true mobility which allows our customers and hotels to reach the corporate management through Modular Messaging and its voice messaging capabilities. This is most important for us as it signals our enhanced service commitments to our customers. It also means increasing our business value to our customers and properties as we interact with them more effectively.”

Proven technology, trusted partner

“We did our research before choosing a technology vendor. We wanted a partner we could work with. Avaya is well known in the industry. Avaya has solid R&D processes and develops applications that best fit our requirements,” said Mr Fancourt.

Mr Fancourt was pleased with the solution as it is based on *“sound and proven*

technology. Avaya is an innovative company and I believe we've made the right decision for the future."

The Future: Extending Mobility Capabilities

Now that the Avaya solution has been completely implemented and deployed, Pan Pacific is considering further extending the mobility capabilities of the solution in Singapore with wireless phones on PDAs. Additionally, Avaya solutions have been deployed in Pan Pacific Whistler Mountainside and Village Centre, Canada, the purpose built Pan Pacific Seattle,

USA and Pan Pacific Manila. Plans are in process to implement the product in hotels in Jakarta and Dhaka in the near future.

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 Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **"Do Your Research"** at www.avaya.com.

All statements in this Case Study were made by Mark Fancourt, Corporate Director of Information Technology, Pan Pacific Hotels and Resorts.

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— Mark Fancourt, Corporate
Director of Information
Technology, Pan Pacific Hotels
and Resorts

APPLICATIONS

- Avaya Communication Manager
- Avaya Basic Call Management System (BCMS)
- Avaya Modular Messaging
- Avaya IP Softphone 4602/4620
- Avaya IP Telephones 6408 & 6424
- Avaya EC500 GSM Bridge
- Avaya PDA Softphone
- Avaya MeetMe Conferencing

SYSTEMS

- Avaya S8300 Servers

SERVICES

- Migration and implementation, and project management services provided by Avaya BusinessPartner

ABOUT PAN PACIFIC HOTELS & RESORTS

Strategically headquartered in the Asian hub of Singapore, Pan Pacific Hotels and Resorts is engaged in the management and marketing of hotels and resorts in 11 countries throughout the Pacific Rim.

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panpacific.com.

ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, 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.

For more information please visit www.avaya.com.