Hospitality

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Holiday Inn Express Velizy Opens Strong with 3CX

Holiday Inn Express is one of the most recognizable and most traveled hospitality chains in the world. Now, it is opening up a new location in Velizy, a suburb in Paris—one of the world's busiest travel destinations. So, with a big opening in one of the biggest cities in the world, it was crucial for Holiday Inn Express Velizy to open their doors with a solid communications system in place.

The Challenge

As a fledgling business, Holiday Inn Velizy needed a cost-effective and flexible solution that would work within the constraints of a new organization. But it also needed a modern and robust solution that would reflect Holiday Inn's sterling reputation.

That's when Holiday Inn Express Deputy Director Mr. Pouzet was directed by Sami Fantar, a business partner at SAMCloud, to check out 3CX.

3CX Offers a Solution

In the hotel industry, network downtime means fewer bookings and upset travelers. For a hotel just starting out, it was crucial to have a seamless installation and deployment to keep the hotel's path to completion on target and on budget. Thankfully, 3CX and its worldwide network of partners were able to provide the expertise needed to complete a hassle-free installation that kept Holiday Inn Velizy moving forward appropriately.

3CX is designed intuitively and runs on the most popular operating systems today with users requiring no additional time to learn the new system. This ensured that the innovative new phone system would be a benefit, not a distraction, as the hotel's operations got underway. Employees could get right to work at making guest stays enjoyable.

holiday inn express velizy

"There were numerous considerations that factored into our decision to select 3CX for our new hotel. We started with the sage advice of our partners at SAMCloud, but recognized quickly that 3CX offered immense cost savings without sacrificing the features that are so important to hospitality today. We also wanted to be able to use DECT phones all around the hotel and put VoIP

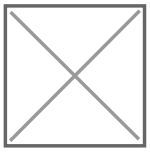
technology in all 111 rooms, which 3CX made incredibly easy. Simply put, the hotel industry and 3CX go hand in hand.”

Mr. Pouzet, Deputy Director, Holiday Inn Express Velizy

The Results

Upon deployment, 3CX took control of Holiday Inn’s seven Snom and 111 Yealink IP phones, as well as their eight SC lines. The impact was immediately noticeable, says Mr. Pouzet. The cost savings, compared to other vendors was incredible, while users were thrilled with how easy the system was to use. Further, the ease of maintenance and PMS integration has enabled Holiday Inn Velizy to remain focused on the biggest task at hand—offering travelers a high-quality hotel experience.

The Customer



Holiday Inn is an American chain of hotels and subsidiary of InterContinental Hotels Group. With locations all over the world, Holiday Inn is now one of the largest hotel chains, and includes various brands such as Holiday Inn, Holiday Inn Resort and Holiday Inn Express. The Express line of hotels is renowned for it’s high value, low budget accommodations in urban areas.

Best Western Plus Epping Forest Kicks Off Mass Migration to 3CX

Best Western Plus Epping Forest was faced with a serious dilemma. The entire franchise was dealing with a phone system that had reached its end of life. So it wasn't just Epping Forest's 30 employees left in need of an innovative replacement—the entire organization looked to them for an answer. In searching for a replacement for their old phone system, 3CX stepped in with increased mobility, easy management and more features, all at a more affordable cost.

The Challenge

As Best Western Plus Epping Forest's outdated BT Meridian system was out of date, ineffective, costly, and hard to maintain, the organization was looking for comprehensive improvements across the board.

When guests check into the Best Western Plus Epping Forest, they expect and demand an experience as convenient as room service. Best Western Plus needed the same. However, in order to ensure business continuity and guest satisfaction, installation and deployment could not cause outages or downtime.

3CX Offers a Solution

Fortunately, 3CX accomplished just that, getting the new system operational in just a few brief hours without any disruptions. If they thought the process to complete was fast, the benefits were noticeable even faster!

In addition to providing new, modern features including smartphone apps, presence and more, 3CX proved to be available for just a fraction of the cost of similar solutions on the market. What's more, with 3CX's promise of a low admin solution, the hotel would be able to cut back on resources lent to management of the system.

As soon as the deployment was complete, 3CX took control of maintenance of the hotel’s 16 Yealink IP phones and lines, immediately slashing telco costs from 350 British Pounds per month to 10.

epping forest hotel

“Our old PBX system was on its last legs. We wanted to move away from traditional PSTN lines and move to VoIP. On average we were spending 350 British Pounds per month on line rentals of ISDN30 lines alone. We wanted a robust, but cost-effective solution. We briefly reviewed Avaya®, Siemens®* and Mitel®*. But it was 3CX that checked all the boxes!”*

Mohammad Umer, IT Manager, Best Western Plus Epping Forest

The Results

In addition to the tremendous cost savings, the organization was able to reduce IT administration, saving added time and money. Adding extra extensions has helped to increase productivity, while the 3CX mobile app supports remote workers. Due to the overwhelming success of the migration to 3CX, Mohammad Umber notes that there are already plans underway to implement 3CX in all other properties—yet another reason to book your next stay with Best Western and other Starboard Hotels wherever you may go.

The Customer

Located in close proximity to London, Best Western Plus Epping Forest is a linchpin franchise location for Starboard Hotels, offering service to business and leisure travelers from all corners of the world who have come to see the historic locale.

3CX Answers the Call for 7 Mile Beach Resort

Located on Grand Cayman's renowned 7 Mile Beach, the 7 Mile Beach Resort is a tropical paradise for both business travel, and tourism in one of the Caribbean's most beautiful destinations. Though time can seem to slow down in such a setting, providing a superior guest experience still demands that communications take place without delay.

The Challenge

Having utilized an analog Mitel®* phone system for years, it was becoming clear that there was a disparity between what 7 Mile Beach Resort could offer and what guests needed.

Both line quality and handsets were an issue for guests and employees alike. With a staff of only 22 individuals, maintenance of the legacy system was becoming a major burden. That's when Darrell Player, 7 Mile Beach Resort's network administrator, stepped in with an answer.

Player evaluated several different IP Phone systems. First, he looked at Asterisk®* and FreePBX®*. But it was only after reviewing 3CX Hotel PBX that the answer became clear.

3CX Offers a Solution

Even in a tropical resort, downtime cannot be mistaken for relaxation time, Player noted. Guests have a constant need to communicate between rooms, outside of the hotel and with staff, for a variety of reasons. Thus, 7 Mile Beach Resort required an installation that would not disrupt their operations.

Fortunately, 7 Mile Beach Resort's installation and deployment took only several hours, and was completed without incurring any downtime. Better yet, hotel staff and guests both picked up the systems immediately, as they have been intuitively designed to ensure ease of use.

Upon deployment of the resort's new 3CX system, 3CX immediately took over management and maintenance of 7 Mile's 42 Grandstream phones, relieving resort staff and freeing them up to spend more time on guest experience.

seven mile beach resort

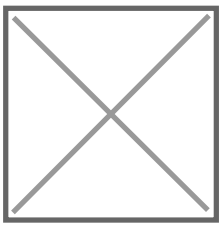
“It was time to migrate to an all-IP system. We needed better line quality and the most advanced features to show our guests we’re taking their needs seriously. Of course, we needed a solution that would mitigate all the management and maintenance that was delaying our ability to service guests.”

Darrell Player, Network Administrator, 7 Mile Beach Resort

The Results

Both the owners of the hotel and guests reported significant increases in the ability to communicate between themselves and with others off-premises with a clear and consistent call quality. Additionally, Player notes that the tremendous cost savings achieved through the migration has enabled the resort to begin working on more fun and innovative ways to delight travelers to their facility.

The Customer



Our Caribbean Beach Resort is a relaxing tropical retreat, tucked away in a garden setting on Grand Cayman's famous 7 Mile Beach. The lush Caribbean gardens feature a swimming pool with two waterfalls, a Jacuzzi and plenty of room for sunbathing.

3CX Checked-in to Club Med, an All-inclusive Resort

3CX arrives at Club Med resort with no luggage, just a 5 star communication solution. Bridging their three commercial offices in South America, the unified system also integrated with their Global Contact Center in the US. Thanks to Múltipla-TI, a 3CX Gold Partner, Club Med found its perfect fit.

The Challenge

Club Med is one of the world's most recognized brands that has been serving guests since the 1950's. As a premium resort across five continents, it needed to put customer service at the forefront, whilst maintaining high performance in their Latin American locations.

The main challenge was finding a modern and flexible solution that would ensure communication between their three commercial sites remained efficient. In addition, keeping their 200 employees connected at all times was proving to be a hard task. Hence, why they required a new PBX installation to reduce call costs and improve management.

3CX Offers a Solution

All calls from the Club Med sales centers in South America (Brazil, Argentina, Chile, Uruguay, Peru and Bolivia) were centralized by 3CX in Amazon AWS cloud. In doing so, the teams from all countries were able to connect via 3CX Web Client, iOS and Android apps, improving their overall mobility and flexibility.

Also, the advanced features of 3CX Call Center solution ramped up customer support making it a breeze by:

- Using real-time call reporting to evaluate performance and customer satisfaction
- Controlling and reducing the number of missed calls
- Centralizing all incoming call data and phone numbers via the CRM Integration
- Handling calls efficiently with the creation of simple calls flows using the 3CX Call Flow Designer

Club Med starts using 3CX

“Since switching to 3CX, the solution has become more stable and reduced the large amount of dropped calls we were getting. We’ve been able to provide services remotely without the need for a technical team in our offices. The integration of 3CX with our global service system (NICE In Contact / Verizon) in the United States, has helped us to increase productivity in a cost-efficient way. It was definitely the right solution deployed by the right partner.”

Claudio Cavalcanti, Head of IT South America, Club Med

The Results

The results are in! Club Med successfully simplified management and lowered operational costs in all offices across South America. 3CX Enterprise Edition was the perfect match for them and has shown its reliability through a drastic reduction of dropped calls and rise of customer satisfaction.

The Customer

Club Med is the pioneer of an all-inclusive vacation “village”, a sporty and natural outdoor vacation in a relaxed and stylish ambiance. Presently it operates about 70 resorts in 26 countries spread over five continents, three-quarters of which are 4-Trident and 5-Trident resorts. Each of Club Med’s resorts offer a unique setting, nestled in the most beautiful of natural landscapes.