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

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“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

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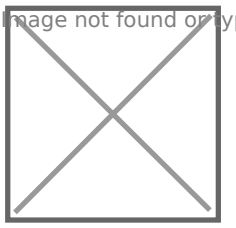

Our Caribbean Beach Resort is a relaxing tropical retreat, tucked away in a garden setting on Grand Cayman's famous 7 Mile Beach. The lush Caribbean gardens feature a swimming pool with two waterfalls, a Jacuzzi and plenty of room for sunbathing.

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