

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As Best Western Plus Epping Forest's outdated BT Meridian system was out of date, ineffective, costly, and hard to maintain, the organization was looking for comprehensive improvements across the board.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

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"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 Umer 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.

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