

Matrix Comsec

Marketing Communication

Arabian Courtyard Hotel and Spa Battles out Existing Communication System Woes with Matrix Telecom Solutions

Matrix, a critically acclaimed manufacturer of Telecom and Security solutions, is known for tailoring product portfolio according to the niche needs of different industry verticals. The exclusive range of IP-PBXs, Universal Media Gateways and User Terminals are built foreseeing the communication trends and technologies.

Hospitality industry is fraught with challenges of offering enhanced guest experience, maintaining positive image of the hotel, being present on multiple platforms and grab attention of maximum number of guests. Hotels receive guests from all over the globe. There are many instances where guests demand special calling privileges on their room phones. Addressing each and every need leads to increased budget and investment costs.

Recently, Arabian Courtyard Hotel and Spa catered to hospitality needs of the hotel and deployed Matrix Telecom solutions to gain an edge over the competitors. Hotel owners understood the importance of continuous communications. Therefore, their main concern was flawless communication even if the primary power supply unit goes down. The authorities wanted to improve connectivity between multiple rooms as well. Being a renowned hotel, it encountered numerous guests asking for distinct services and separate voicemail was one of the frequent requirements. Therefore, the hotel owner was looking for a communication device that offered facility of creating separate voicemail boxes for staff and the guests.

The already installed communication solution was unable to address these specific needs of the hotelier. Furthermore, being a legacy system it posed frequent maintenance problems. Therefore, the hotel owner wanted a communication solution based on latest technology and which could be maintained easily from any location. Matrix, in association with its esteemed partner of ADAX, understood the concerns of the hotelier and suggested a solution that exactly fitted the hotelier's needs.

A brief overview of case is as follows:

Challenges:

- Quick Room to Room Connectivity
- Increasing Investment for Different PMS and CAS
- Communication Continuity
- Difficulty in Maintaining Different Interfaces for Hotel Operations
- Immediate Access to Voicemail Messages
- To Offer Enhanced Guest Services
- Frequent Maintenance of Existing Device

Solution:

- IP based Communication Platform
- Extra Power Supply Card to Ensure Continuous Communications
- Solution Integrated with PMS and CAS
- Separate Voicemail Boxes for Guests and Hotel Staff

Results:

- Streamlined Internal Communication
- Tight Management of Call Costs
- Single Interface of Accessing Multiple Software

Special Voicemail for Improved Guest Services
Assured Continuous Communications
Web based Centralized Management

“We truly understand the challenges faced by elite hoteliers. Therefore, we are constantly adding more features in our portfolio addressing their specific requirements”, commented Sagar Gosalia, Sr. VP Sales and Marketing.