

CUSTOMER EXPERIENCE



ABOUT CITY INN HOTELS

Type: Private hotel group

Location: Bristol, Glasgow, Birmingham, London and Manchester

Configuration: Plan to connect all five sites and future sites to IP network

Website: <http://www.cityinn.com>

CUSTOMER NEEDS

- Internal and external communications within the hotel
- Management of our voice platforms and applications
- To improve guest service
- To increase staff efficiency
- Access voicemail and wake-up call facilities

“We conducted a thorough assessment of all vendors and evaluated systems from Avaya, Alcatel and Mitel, and selected Mitel because of their strength in the hospitality industry. The aesthetic design of the phones is of paramount importance to us, whilst we were also impressed with the features of the solution. Mitel also has the greenest phones in the industry and at City Inn Hotels we do everything that we can to reduce our carbon footprint.”

– Eoin O’Connell, IT Director,
City Inn Hotels

City Inn Hotels lead the way in technology with Mitel IP Solution

City Inn Hotels is an award winning, privately owned hotel group and is fast becoming one of the most exciting and innovative emerging brands in the country. The group has five stylish properties in key city centre locations including Bristol, Glasgow, Birmingham, London and Manchester.

At the heart of the City Inn brand are the principles of an uncompromising approach to quality, a commitment to innovation and putting customers first. To ensure this, processes, services and facilities are frequently changed and adapted to ensure added value for guests. Offering a modern alternative to the traditional large hotel, City Inn believes in creating new build hotels in thriving city centre locations and providing guests with a cool, light and contemporary environment in which to relax, work or entertain.

As a leading hotel group City Inn pushes the boundaries with pioneering concepts in technology and design. In 2007 the City Inn hotel group received the “Technology Award” at the European Hotel Design Awards for its Manchester hotel, that set an industry benchmark with the introduction of a multimedia iMac solution in every guestroom. In order to remain at the forefront of the latest technology, it was essential that City Inn Hotels had an advanced communications solution to enhance the guest experience, improve customer service and optimise productivity and costs.

Prior to the Mitel® deployment, each of the five City Inn Hotels operated on a different phone system which proved difficult to manage and inefficient in the back office. The IT Director, Eoin O’Connell decided it was time to deploy an IP solution.



CUSTOMER EXPERIENCE

CITY INN HOTELS

SOLUTION COMPONENTS

- Mitel 3300 IP Communications Platform (ICP)
- Mitel IP Phones

RESULTS

- Mitel IP solution that can integrate disparate sites over one IP network
- Improved the management of the voice platforms and applications
- Reduced call cost between sites using call routing
- Increased staff efficiencies and improved overall business processes

"We conducted a thorough assessment of vendors and evaluated systems from Avaya, Alcatel and Mitel, and selected Mitel because of their strength in the hospitality industry. The aesthetic design of the phones is of paramount importance to us, especially as they will be on the front desk, whilst we were also impressed with the features of the solution. Mitel also has the greenest phones in the industry and at City Inn Hotels we do everything that we can to reduce our carbon footprint." said Eoin O'Connell, IT Director, City Inn Hotels.

The City Inn Hotel selected the Mitel 3300 IP Communications Platform (ICP), which was installed at the Manchester hotel in 2007 and now has 40 IP users in place. City Inn has plans to migrate the other hotels to a similar platform over time. Using the 3300ICP, City Inn Hotels can continue to use existing phone systems, therefore protecting their investment whilst being able to seamlessly migrate each system to IP at their own pace.

The long-term objective is to create an integrated IP network between the existing hotels and the new hotels, planned to open in Leeds and Amsterdam in 2010. With the IP solution in place the group will be able to make free calls between the hotels.

"We have laid down a communications platform for the future. The opportunities with our Mitel IP network are endless, and crucial to improving business processes and customer service," said Eoin O'Connell, IT Director, City Inn Hotels.

In order to remain at the forefront of technology the City Inn Hotel group have installed wireless access points throughout all properties for WiFi internet. This allows City Inn to implement Mitel wireless IP phones that enable staff to communicate on the move. The new found mobility will increase customer service and productivity, while staff will not have to wait until they get back to their desks to pick up messages or take calls. They will be contactable at any time, any place.

Future additions to the Mitel IP solution may also include the deployment of the Mitel Mobile Extension which allows callers to dial a single phone number that simultaneously rings a desk phone and a mobile, so calls are never missed. Mobile phone bills can be reduced at the touch of a button, and mobile calls can be seamlessly transferred to the desk phone as the employee enters the office.

Global Headquarters	U.S.	EMEA	CALA	Asia Pacific
Tel: +1(613) 592-2122 Fax: +1(613) 592-4784	Tel: +1(480) 961-9000 Fax: +1(480) 961-1370	Tel: +44(0)1291-430000 Fax: +44(0)1291-430400	Tel: +1(613) 592-2122 Fax: +1(613) 592-7825	Tel: +852 2508 9780 Fax: +852 2508 9232

For more information on our worldwide office locations, visit our website at www.mitel.com/offices

www.mitel.com



THIS DOCUMENT IS PROVIDED TO YOU FOR INFORMATIONAL PURPOSES ONLY. The information furnished in this document, believed by Mitel to be accurate as of the date of its publication, is subject to change without notice. Mitel assumes no responsibility for any errors or omissions in this document and shall have no obligation to you as a result of having made this document available to you or based upon the information it contains.

M MITEL (design) is a registered trademark of Mitel Networks Corporation. All other products and services are the registered trademarks of their respective holders.

© Copyright 2008, Mitel Networks Corporation. All Rights Reserved.

GD 423_1983 PN 51012931RA-EN