

## Best Western Plus dials into extreme customer service with Panasonic.

### The Challenge

Best Western Plus in Mission, British Columbia is the area's largest full-service hotel. It offers spacious accommodations including eighty guest rooms, conference facilities, a restaurant and top-of-the-line amenities. As 2011 dawned, it became painfully apparent that an out-of-date phone system was hindering their ability to maintain high levels of customer service. The culprit? An out-of-date phone system. What they needed was a cohesive, integrated communications solution that could be combined with other hospitality applications on a single computer network. The new system had to support existing analog telephones in guest rooms and non-office areas, include voicemail for guests and staff, "hot dial" capability from the pool and allow centralized management of wakeup calls, guest names and class of service. Additionally, it had to seamlessly integrate with existing call-accounting software.



### The Solution

Best Western Plus received four proposals for a new telephone system. With an eye toward long-term growth and expansion, they ultimately chose the Panasonic KX-TDE600—a converged communication system featuring advanced networking capability, support for centralized voicemail and easy maintenance.

PC-based programming along with VoIP extension and SIP trunking meant seamless expandability. The quality, affordability and flexibility synonymous with the Panasonic brand put them over the top.

A key advantage of the Panasonic system was easy integration with Du-Voice's middle-ware automated voicemail service which manages class of service, wakeup calls and name changes. Better still, it worked seamlessly with their existing Hanson Cash call-accounting software. Easy integration with existing telephone hardware not only saved the hotel money but also made the transition to the new system a smooth one for staff and guests.



### Customer Information

The Best Western Plus Mission City Lodge is the largest full service hotel in Mission, offering eighty spacious and beautifully appointed guest rooms and suites. The hotel includes free high-speed Internet access, a fitness center, a luxurious indoor swimming pool and spa and a full-service restaurant. A modern conference facility can accommodate up to 300 participants.

Best Western is a family of hotel owners and hospitality professionals from around the world in corporate offices, reservation centers and individual hotels all focused on delivering the best value, quality and superior customer service. The Best Western "Plus" designation signifies a facility offering a premium level of service, comfort and amenities to suit the needs of any business or leisure traveler.

**“We chose the Panasonic system because it offered a reliable and flexible communications solution that could be configured to not only meet our current needs but future needs as well. The smooth operation of our newly-integrated phone system helps us provide our guests with the quality of service we continually strive to maintain.”**

**—Chester Haun, General Manager**



“We chose the Panasonic system because it offered a reliable and flexible communications solution that could be configured to not only meet our current needs but future needs as well,” said Chester Haun, General Manager. “The smooth operation of our newly-integrated phone system helps us provide our guests with the quality of service we continually strive to maintain.”

Best Western Plus employs six CO lines to accommodate ninety-five phones—eighty in the guestrooms and an additional fifteen in offices and at the front desk. Should future needs change, the system can easily be expanded as the TDE600 supports up to 160 ports (288 ports with Digital eXtra Device Port) and up to 1,152 extensions and 640 central office (CO) lines. Another plus is the TDE600’s state-of-the-art wireless capability which enables faster communication with the hotel staff, especially when they’re off the premises. The system supports third-party hospitality applications enabling automatic wakeup-call programming and in-room express check out. Freeing the staff from labor-intensive tasks such as these resulted in soaring productivity.

Installation was handled by Adtech Systems Inc. and project manager, Erling Lassenen—a certified Panasonic dealer with proven expertise in the hospitality industry. Lassenen and his team worked closely with Best Western Plus, analyzing their business in order to pinpoint specific needs. The result was a customized package that exceeded the service needs of both the hotel staff and guests.

“Comprehensive planning resulted in minimal rewiring and with three technicians on site, the changeover was quick with zero down time for incoming calls,” Lassenen said. “Seventy-five percent of the existing phones were up within twenty minutes with the remainder fully functional within two hours. The TDE600 is a great solution that can be configured for just about any application. We were able to set up and tailor a winning solution to complement the way the client manages their business. The result was improved customer service and greater staff efficiency.”