

An NEC solution checks in The Country Cottage Hotel & Restaurant



Customer

- The Country Cottage Hotel and Restaurant

Industry

- Hospitality & Tourism

Challenge

- All staff must multi-task
- Service levels must remain the same at busier times

Solution

- NEC SL1100 Communications Platform

Results

- More efficient customer service
- Staff empowered to be more productive

Customer

Situated in the village of Ruddington near to Nottingham city centre, the Country Cottage Hotel is a beautiful 17th century renovated building that offers guests a relaxing and luxurious environment. With a bar, restaurant and 22 individually designed en-suite rooms, the hotel is visited by guests for short breaks, weddings and business trips.

Challenge

The bar area of this small family-run business needs to be manned throughout the day, but many tasks involve using the phone at the reception desk. This meant that reception needed to be manned continuously. There was a need for staff to be able to focus more on excellent service to guests, rather than remaining at the desk during quiet times.

Previously, if the phone rang at reception whilst a member of staff was serving a drink in the bar, they would have to stop what they were doing to run back to answer the phone.

There was a clear requirement for staff to remain reachable, wherever they were on the premises

The Country Cottage Hotel & Restaurant

Solution

The NEC SL1100 communications platform was installed. With more handsets positioned around the hotel, staff could be more productive, dealing with the needs of residents while ensuring that all calls could be answered within a few rings.

The Multi Mode can direct calls to alternative handsets after 3 rings at reception, so if the receptionist is away from the desk, the call is still answered, preventing potentially lost business. "Taking calls from the bar is a major advantage" said hotel manager Andrew Sturt.

"It means that reception does not have to be permanently manned, so at the times of day when very few guests check in and out of the hotel, we can use our staff resources far more effectively".

The installation process went very smoothly with no downtime whatsoever. "It was important that we weren't without communications so that we could continue to take bookings. The new system was tested and staff were trained to use the new handsets before the old system was disconnected" explained Andrew. "Everything was extremely efficient".

Some of the guest rooms were fitted with brand new handsets. Like any hotel, room service for the Country Cottage provides important revenue, so providing guests with an easy way to contact reception is essential. "Our handsets display which room is calling, so that we can offer great service and never miss an order" says Andrew.

Results

The additional flexibility of the solution has boosted staff productivity, helping them to do more whilst remaining fully responsive to phone calls.

The handsets have proven popular with the staff, who all agree that the sound quality of calls is far better than the previous system. "We're delighted with the functionality of the NEC handsets and they are simple to use too" said Andrew. "The next step for the hotel is to have new handsets installed in the remaining guest rooms".

The Country Cottage will implement the Toll Restriction function on the handsets; useful for barring calls from being made when a room is unoccupied. This ensures that the right person is charged for the right calls in all cases.

"The new in-room handsets are easy to use and really heighten the guest's experience"

Receptionist Abbie agreed that the new phones were a big improvement. "It's easy to create speed dials, and the flashing LED light which shows when a voicemail has been received means that we can return missed calls straight away" she said. Not only that, but a 'queue message' has been put in place so that callers holding on the line receive a message rather than a ring back tone. This has heightened customer service levels ensuring callers don't feel abandoned at busier times, and attempt to book elsewhere.

All in all, Andrew is delighted with the results. "I never realised what a difference a phone system could make to our business everyday; it feels like we've finally caught up with this century!"

**"The functionality is excellent,
we've finally caught up with
this century!"**

**Andrew Sturt,
Hotel Manager of The Country Cottage**

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