



Hospitality

Daily Use

- Integrated wireless hotel staff communications facilitating instant communication for multiple locations throughout the resort property

Solution

- Polycom® SpectraLink® Wireless Telephones

Results and Benefits

- Seamless integration to the hotel's existing telephone system
- Access to advanced calling features such as dial-by-extension, caller ID, call transfer and multiple line appearances
- Two-way text messaging capabilities that integrate with hotel management applications, such as CRM, security, and HVAC systems
- Private and discreet communications for management wherever they are on the property
- Unique push-to-talk feature, allowing users to communicate through broadcasting over shared channels similar to traditional two-way radios

Pelican Bay Improves Guest Service with Wi-Fi Telephony from Polycom®

Background

One of Grand Bahama Island's finest boutique resorts, Pelican Bay at Lucaya, offers a variety of accommodations including 186 deluxe hotel rooms and one-bedroom suites. Located just steps away from the famous Lucaya beach and Port Lucaya Marketplace, guests can take advantage of a variety of activities including fishing, kayaking, diving, golf and shopping at more than 20 shops and restaurants. The resort features three swimming pools, two restaurants and the Neptune swim-up pool bar. Both the hotel and the suites hold the prestigious "Small Treasure" designation awarded by The Bahamas Ministry of Tourism.

Challenge: Efficient Communication Without Disrupting Guests

For premier resorts like Pelican Bay, a positive guest experience means everything. Resort staff are always on-the-move, but also need to respond quickly to guests. At Pelican Bay requests for bellmen, security, maintenance, management and housekeeping staff were issued via standard wired phones, making it difficult to reach people without knowing their exact location on the property. Some employees were equipped with two-way radios that allowed them to be reached anywhere, but they proved disruptive in terms of noise and guest privacy.

"While radios provided us with the ability to communicate anywhere on the property, we became frustrated by the fact that sensitive issues were announced for all to hear," said Magnus Alnebeck, Pelican Bay Hotel general manager.

Hotel management recognized the need to improve staff communications, which in turn would improve the guest experience. They considered traditional cellular phones but they proved to be cost prohibitive. Furthermore, cellular telephones provided little or no integration with the resort's existing telephone system.

"The SpectraLink handsets are great for private and discreet communications. I can be reached anywhere on the property and no one needs to know exactly where I am to reach me. Employees basically have a mobile desk extension in their pocket."

Magnus Alnebeck, General Manager, Pelican Bay Hotel

“[Employees] can call directly out of the hotel or take calls from outside. This has really helped us improve our guests’ experience at the Pelican Bay Hotel.”

Magnus Alnebeck, General Manager, Pelican Bay Hotel

Wi-Fi Solution from Polycom

Pelican Bay management decided to deploy the Wi-Fi-based Polycom® SpectraLink® Wireless Telephones. The wireless handsets allow resort employees to communicate from anywhere on the property using the resort’s existing telephone system, accessing features such as dial-by-extension, caller ID, call transfer and multiple line appearances. The lightweight, durable handsets operate over a Wi-Fi network, allowing Pelican Bay to maximize the business benefits of their existing wireless LAN. Additionally, the SpectraLink Wireless Telephones provide two-way text messaging capabilities allowing integration with hotel management applications such as CRM, security, and HVAC systems.

Pelican Bay contacted Affinitas Network Technologies Inc. (www.affinitasnetworks.com), a Raleigh, N.C.-based hospitality technology services provider specializing in wireless LAN solutions, to implement the SpectraLink Wireless Telephones. Staff—including management, bellmen, maintenance and security employees—share 16 SpectraLink Wireless Telephones in the 24-hour, multishift work environment. The SpectraLink handsets provide a unique push-to-talk feature, allowing users to communicate through broadcasting over shared channels similar to traditional two-way radios.

Improved, Fast Coverage Is the Result

The management at Pelican Bay have been very happy with their SpectraLink Wireless Telephones, crediting them with saving both time and money in addition to improving guest service. Response times to guest inquiries improved dramatically. Staff can now locate each other on the first try and from anywhere on the property. Before the SpectraLink Wireless Telephones, requests could end up being routed through as many as four employees before making it to the appropriate responder. Guaranteed coverage is provided throughout the facility, including the adjacent Lucaya marketplace, thanks to Affinitas Network’s expertise in wireless LAN deployments.

“The SpectraLink handsets are great for private and discreet communications,” said Alnebeck. “I can be reached anywhere on the property and no one needs to know exactly where I am at to reach me. Employees basically have a mobile desk extension in their pocket.”

“They can call directly out of the hotel or take calls from outside. This has really helped us improve our guests’ experience at the Pelican Bay Hotel,” added Alnebeck.

Pelican Bay plans to expand the SpectraLink system to further improve employee accessibility while at the same time provide a positive guest experience.

Learn more.

To find out how Polycom solutions can help your organization, visit us at www.polycom.com or speak with a Polycom Account Representative.

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