



Case study: British Hotel Reservation Centre

Using FeaturePlus to provide a flexible, expandable phone system



About BHRC

British Hotel Reservation Centre (BHRC) is a leading hotel booking provider as well as tourist help and information centre. They have offices at all London airports and mainline and international railway stations. Essex-based Sky Blue Telecom oversees the BHRC's telecommunications needs.

The problem

BHRC had been using a TDM-based telephony system and were reviewing their overall telephony set up as part of expansion plans both at existing sites and into new premises. The success of the business at its existing sites meant it was looking to acquire more telephone lines to serve the increased number of calls that the company was making, but there were restrictions on the number of lines they could have into these sites.

BHRC also anticipated that with new transport hubs including Heathrow Terminal 5 and St Pancras International railway station being built, it was going to need a scalable telephony system that would enable their business to be up and running when they were ready to move into these new premises. An important requirement as part of their expansion plans was to minimise their capital expenditure as well as reduce existing call costs – more sites would mean larger overheads!

The solution

Reseller Sky Blue Telecom were quick to identify that by using the FeaturePlus hosted IP telephony solution, the immediate issue of not being able to install more phone lines into existing sites could be solved.

How did the installation proceed?

FeaturePlus and Broadband were installed at all sites to maximise the quality of service. The existing sites at Gatwick Airport South and London Victoria Railway, Underground and Coach Arrivals saw the first installations. Almost immediately the company began saving money with the free calls between their sites. BHRC were extremely impressed with the speed of delivery and were confident that the solution would suit their strategy.





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FEATUREPLUS 

“ Sky Blue’s FeaturePlus solution allowed us to open new sites on time... we are aiming to roll out this flexible service to all our sites!

Jaga Amini, Head of Retail Operations, BHRC

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Further Expansion

As soon as BHRC were ready to move into Heathrow Terminal 5 and St Pancras International Railway station, Sky Blue quickly and successfully installed FeaturePlus into these new sites.

With expansion plans set to continue at Heathrow and Gatwick airports, BHRC were confident that by using FeaturePlus they would be getting a quality, scalable service that would meet their requirements without the need to undertake any major capital expenditure.

Benefits of FeaturePlus

- More efficient call handling with features like attended and unattended call transfer.
- The customer can keep their number, reducing their cost of change.
- Lower cost calls for all call types.
- Zero-rated calls to your other FEATUREPLUS numbers meaning zero-rated site to site and internal calls.
- Reduced line rentals.
- Plug and play hardware with a user friendly, intuitive ‘On screen’ system.



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