



# Case Study: Best Western Lansdowne Hotel

The challenges Cavendish faced were to install a cost-effective and modern system into an older building retaining existing cabling, also providing a solution for the night porters enabling them to take external calls at night and internally for guests who ring reception out of hours.

## Key objectives

- Upgrade the old system to a modern telephone system with SIP Trunks
- Reduce recurring telephone costs
- Set up a scalable, future proof and flexible solution
- Free local, national and UK Mobile minutes on outbound calls from the hotel
- Giving the ability for faults to be raised remotely which was not an option on the previous system

## The Situation

To improve customer service and business communications external and internal, a modernised telephone system was essential to match with the current infrastructure at the Hotel. The Hotel obtained 3 quotes and for the best result chose Cavendish Communications because the company is local and expert in telecommunications.

## The Benefits

- Upgraded, future proof telephone system
- Free outbound calls to local, national and UK Mobiles
- Local provider
- Reduced rental costs with SIP trunking versus ISDN30e
- Cost-effective solution
- Happier employees, management and guests
- Easier workflow

## About the hotel

The BEST WESTERN Lansdowne Hotel is privately owned, and has been in the same family ownership since 1912. It is this that has given the hotel the personal touch that remains evident today. The Hotel occupies a premier position on the elegant seafront overlooking the Western Lawns and Wish Tower with splendid views of Beachy Head and the sea.

### The Solution

At the Best Western Lansdowne Hotel in Eastbourne, Cavendish replaced an old system with ISDN lines for the modern equivalent of SIP trunks. This process was ultimately to provide a future proof solution and to help the Hotel cut costs on telecommunications.

### The Installation

The auto-attendant solution was added to the main number with options for the relevant departments during the day time. We also needed to enable the night porters to take calls to the reception desk out of reception hours, the night porters needed the facility to take calls internally and incoming calls at night.

To satisfy this requirement, Cavendish has installed some portable phone (dect) cell stations to improve the signal around the hotel and dect handsets programmed to take the calls during the night, rather than using the auto-attendant options. With the same dect type handsfree handset Cavendish provided a mobile solution for duty managers and maintenance at the same time.

For all the employees at the hotel, Cavendish supplied digital keysets to use existing hard wiring and not incur additional costs for powering of IP phones.

All the phones supplied enabled all the modern capabilities of SIP trunks and free calls to local, national and UK mobile destinations.

In this instance, Cavendish supplied 3 separate connections of Fibre Broadband (FTTC) at this site to enable 1 circuit for guests using Wi-Fi, 1 circuit for staff and a separate one for voice calls, this ensures reliability for the guests as well as staff and voice segregated to eliminate connectivity issues or voice quality. Cavendish can be flexible with converged to run voice and data if preferred on a variety of different solutions tailored to suit your needs.

**“Cavendish came up with a solution that met with our requirements and offered great value. As a local supplier, they are always easy to contact and very responsive. We would recommend Cavendish Communications without hesitation!” - Jamieson Berriman, General Manager**

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