

CASE STUDY

MONDRIAN LONDON

With a Mitel IP voice communications solution and multi-media contact centre, we have helped the hotel's regional reservations department to deliver a consistently superb guest experience from first contact to departure.

britannic
technologies

Service Excellence Calling

The South Bank outpost of Morgans Hotel Group, Mondrian London is one of the city's finest boutique hotels. To support its central guest services desk in delivering first-call satisfaction each time every time, the hotel has relied on Britannic's Mitel expertise since first opening its doors.

One-Stop Guest Services

Mondrian London moved away from traditional departmental enquiries such as reception, room and concierge services in favour of a one-stop guest services unit that ensured operational efficiency, customer convenience and complete service availability during busy periods.

IT Director, Neil Sawers explains, “This was the first time that we created this department within the hotel group. Therefore it was vital that our technology and infrastructure were suitable to support a central team, and robust enough to withstand the expected volume of calls during peak times. Additionally, all of the telephones had to work alongside our in-house software, including the room service and restaurant booking systems as well as the room service till system.”



Smooth and Skilled Call Handling

The hotel's scalable Mitel 3300 system with SIP connectivity for telephone lines is hosted on premise and provides 75 admin extensions for a multi-skilled guest services team to deal with restaurant bookings, wake-up calls, room service requests and other enquiries. The telephone solution gives Mondrian London the ability to identify the subject and origin of a call in advance. Whilst all guest calls are routed into the service desk the buttons on the handsets are programmed to each of the specific services, highlighting on different line numbers, so agents know immediately which type of service is requested. This ensures that guests always receive first-time resolution and avoids ineffective call handling. External customer calls, in contrast, are efficiently handled through a regional contact centre that offers shared services across Morgans Hotel Group in the UK and allows travellers to contact the hotel in their preferred way.

The Technology



Mitel 3300 Controllers deployed as an IP PBX, providing Mondrian London with full VoiP services, auto attendant, unified messaging for fast collaboration, and cost-effective digital trunking.

MiContact Center Management

CCM and reporting applications offer a powerful tool set to optimise queue and agent performance and add a personal touch to customer interactions.

Cost savings & flexibility with SIP

The Mitel multi-media contact centre empowers customers to contact Mondrian London in various ways, including email, web chat and social media, and allows agents to deliver even quicker service across different media. CCM evaluation reports have enabled the hotel group's contact centre manager to better plan for busy periods and monitor calls through the call recording functionality to support agent training.



“Britannic has been brilliant in discovering our needs and consulting with us on the technology road map to support a highly effective guest services operation, and continues to offer practical ideas that will further elevate our guest experience.”

Neil Sawers,
IT Director,
Mondrian London

The Results

With its successfully centralised guest services unit and contact centre support Mondrian London can deliver the excellent service that makes its customers' guest experience unique from first contact to the last minute of a visit, earning the hotel top ratings in online customer reviews and mystery shopper reports. As a result, reservations have climbed 11%, generating additional £2.5m net revenue.

£2.5m

Extra net revenue generated from an 11% increase in reservations since service desk centralisation

4.5^{*}

Star rating achieved on Tripadvisor, following over 2,300 reviews

(Rating out of 5*)

96%

Mondrian London's mystery shopper score, up from 89%

LET'S SHARE SOME IDEAS.



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