



Rooms with a View from the Zermatt Cervo Hotel with IP Telecommunications from Panasonic

Communication at the highest level - to the delight of guests and staff

Enjoying a prime location overlooking Zermatt: Hotel Cervo, formally opened in 2009, has everything to make its guests stay unforgettable. Benefitting from a superb atmosphere, fine spa, exquisite cuisine and a dramatic panoramic view of the Matterhorn and situated just a hundred yards above the village of Zermatt, the chalet style hotel creates the perfect balance and sophisticated mix of the traditional and modern. Of course, with such high standards come high expectations and none more so than its communications infrastructure. Panasonic's IP telephone system provides customers and staff with a solution which meets their communication needs whilst blending perfectly within the aesthetic of the hotel's grand style. With the additional integration of the hotel management system "Protel" the IP telephone system provides a powerful combination which is capable of offering other valuable benefits.

Vision and goals

Before its opening in 2009, Hotel Cervo was used by the same family for many generations, as a second home. In 2006 Daniel Lauber, a resident of Zermatt, envisaged its transformation from a rustic 1950's chalet lodge to a modern hotel. During the first phase of the redevelopment (lasting seven months) three cottages were built adjacent to the main building, which houses the reception, bar and lounge. Later in a second phase three additional cottages were built. During each phase of the project, Daniel Lauber sought advice and guidance from a partner with whom he entrusted with the delivery of the perfect communications infrastructure; Studer Söhne AG Elektro. This new communications solution would also allow for the integration of the hotel software "Protel", which would enable an instant overview of the status of reservations. Mobile (GSM) integration would also ensure that hotel staff could be connected while off site, while customers would be provided with the comfort of wireless internet.



To ensure efficient, yet effortless operation, Daniel Lauber also requested a solution that would provide seamless internal communications, including the room service functioning. Finally, given the significant investments made for the entire project, any proposed solution must also be within an affordable budget.

Decision

Studer Söhne Elektro AG presented the hotel with a project study, centred on the Panasonic IP TDE100. Based upon the personal advice of the experienced and qualified communications experts at Studer, Daniel Lauber was delighted by the balance between the need to meet costs and the product features provided by Panasonic. Time was also a crucial issue and a key factor in the decision to assign the whole project, from A to Z, to the same company: From the initial consultation and advice, through to installation and training, the hotel has seen huge benefits by obtaining all the services from a single supplier.

Solution

The Internet has increasingly become a key marketing tool for hotels. Online bookings and availability checks now make it far easier for the customer by allowing them to make reservations directly - without incurring additional booking agent costs. For these automated procedures Daniel Lauber relied upon the "Protel" software, a package specific to the hotel industry.

By using the Panasonic TDE100, Studer Söhne Elektro AG installed an infrastructure that would easily integrate with "Protel". With the inclusion of other products from the Panasonic range the solution was also capable of meeting all the other demands of the hotel. To compliment the TDE100 the hotel was equipped with 4 DT/NT300 series terminals, 15 terminals for bedrooms, 3 DECT transmitters and DECT cordless phones. By using Panasonic Hotel Cervo now has a modern, yet cost effective communications infrastructure. Further integration with GSM guarantees the optimal mobile solution. Even when he is working remotely, Daniel Lauber can have anytime access to his office telephone by being able to make and receive calls on his mobile phone. With a wireless solution, the Hotel Cervo is also capable of offering Internet access, allowing customers to conveniently surf the Web using their own laptops or handheld devices, or send and receive email. With this optimal solution the hotel is set for the future: The scalability of the Panasonic TDE100 telecommunications system enables additional devices to be installed easily. This is of particular importance as in addition to the replacement of 16 old room based phones, another 17 will follow when the redevelopment of the hotel is completed.

Experiences

The hotel staff has welcomed the ease of use provided by the new solution and many of the useful functions that, thanks to IP technology, are making it possible to merge the world of data and telecommunications. The seamless inclusion of "Protel" is of particular value for hotel operations. Integrating Protel, a repeatedly award-winning IP telephony solution and Panasonic demonstrates the enormous value created by a solution based on IP. For example: When a client who has already visited the Hotel Cervo calls, their customer record automatically appears on the screen. This gives staff the opportunity to review the client's information and personalise the call, before answering. Daniel Lauber, commenting on the solution, proposed by Panasonic confirmed his full satisfaction: "Everything works perfectly, the system is very simple to use. With the perfect combination of Panasonic and Protel we are now capable of serving multiple, functions efficiently and effectively".





Hardware

- Panasonic IP communication system TDE100
- 4 phone systems series DT/NT300
- 16 former terminals in the rooms
- 3 transmitters DECT
- 3 TCA275 DECT phones
- PSM interface for integration of Protel
- Voicemail

Conclusion

From within its product range Panasonic offers an IP based communications solution which precisely fits the needs of SMEs, such as Hotel Cervo, by providing an attractive balance of features at an affordable price.

Thanks to its open interfaces the industry specific "Protel" software was easily integrated with the TDE100 IP phone system and in doing so Hotel Cervo now has a communications system that satisfies all their requirements.

The scalability and flexibility of the system also ensures future expansion by allowing new devices to be added at any time, easily and quickly.



For more information about Panasonic products see:
www.pbx.panasonic.ch

For more information about Studer Sohne see:
www.studer-soehne.ch

For more information about Hotel Cervo see:
www.cervo.ch

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