Customer

- Eldorado Hotel Casino & Silver Legacy Resort Casino

Industry

- Hospitality

Challenges

- Discontinued legacy solution
- Reliability concerns
- Missed revenue opportunities

Solution

- Communications framework: UNIVERGE®360
- Communications servers: UNIVERGE® SV8500
- Attendant console: UNIVERGE UA5200 (Hospitality Module)
- NEC Associate: DCI-Design Communications, Inc. (Syosset, NY)

Results

- Enhanced guest experience
- Uncovered additional revenue streams
- Streamlined employee workflow & management
- Lower total cost of ownership
- Better voice quality

Eldorado Hotel Casino & Silver Legacy Resort Casino

The customer experience plays a major role in any business. It is especially paramount for companies within the hospitality sector, as they get a significant amount of their business from repeat and referred customers. By leveraging the right technologies, companies within the hospitality industry can create a positive experience for their customers, thus improving their reputation, success and profitability.

The Silver Legacy Resort Casino and its sister property, the Eldorado Hotel Casino share the philosophy that superior guest service is enhanced when delivered via superb technology. Located adjacent to each other in downtown Reno, the two properties offer the largest center for gaming and entertainment in northern Nevada, with more than 2500 guest rooms, over 165,000 square feet of gaming space, 60,000 square feet of meeting space and 33,000 square feet of ballroom space, all under one roof. Both properties, with the help of its value-add NEC dealer-consultant relationship, implemented two, fully integrated UNIVERGE®360 solutions that improve operational efficiencies and enhance service quality to customers.

Challenges

While the Silver Legacy Resort Casino and the Eldorado Hotel Casino are physically connected via a mezzanine skywalk, the two properties operate as two separate companies that actually compete for business.

When both properties' legacy solutions reached end of life, management anticipated problems. "The systems' age had us concerned about an outage, and with the solutions being discontinued, finding replacement parts sometimes took up to 48 hours," says Cindy Carano, executive director of hotel operations for the Eldorado Hotel Casino.

The Eldorado Hotel Casino and the Silver Legacy Resort Casino needed two, updated communications solutions that improved reliability, employee communications and its guests' experience.

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Solution

Carano hired Hospitality Automation Consultants, Ltd. (HACL) to advise them through the details. HACL's CEO, Les Spielman, helped the two properties draft an in-depth RFP to cover all of their needs. After receiving responses from several vendors, the company went with a NEC UNIVERGE360 solution from authorized dealer Design Communications, Inc.

"We decided to go with DCI because of their competitive pricing and extensive expertise within the hospitality sector," says Spielman. "We went with the NEC solution because it provided full-system redundancy, which alleviated our concerns about an outage."

While each property has its own solution, both include NEC's UNIVERGE SV8500 IP Communications Servers and UA5200 Attendant Consoles. The SV8500 provides both properties component redundancy, IP failover for stations and trunking and power-failure transfer, ensuring high availability and operational continuity. Because the SV8500 supports open standards, the properties were able to easily integrate its existing call-center application as well as its current, single-line, guest-room phones.

"The Silver Legacy manages calls for exhibitions and trade shows held in the City of Reno's Ballroom," says Carano. "Because the SV8500 solution provides point-to-point, T-1 access between the Silver Legacy's front-desk staff and the convention center, the property now has station ID, which allows it to bill calls made from the ballroom and generate additional revenue."

Each property uses the UA5200 Attendant Console to improve front-desk staff communications and productivity. The UA5200 provides hotel operators with contact information for anyone with an extension in both hotels; and, enables speedy contact via click-to-call desktop functionality. The UA5200 also groups selected guest-service departments, such as housekeeping, maintenance, and room service including those on call.

The UA5200 Attendant Console Hospitality Module integrates with the property management system so that operators have a full view of guest-specific historical data, services and offerings. "By being able to notate things like arrival dates, VIP status and confidentiality, our front desk staff is able to provide our guests a more personalized experience during their stay," says Carano.

The UA5200 also automates routine management tasks, improving the property's responsiveness to guests. "Guests can now set up and perform many functions that used to require interfacing with the front desk or property management," says Carano. "For example, guests can set up their own wakeup calls from their rooms without having to call the front lobby. Because everything is fully integrated, the system knows when the guests have checked out and automatically resets back to the default." The UA5200 automation includes automated check in/check out as well as taking and reading guest messages, providing more time for staff to focus on face-to-face interactions.

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"Training for the UA5200 was very quick," says Carano. "While the front-desk systems were different in the legacy solutions, the UA5200 was so intuitive that front-desk employees from both casinos learned how to work the system very quickly."

Results

As a result of deploying the new NEC solutions, both the Silver Legacy Resort Casino and the Eldorado Hotel Casino were able to improve employee communications and provide an enhanced experience for their guests.

"The NEC solutions give employees the tools they need to be more effective at their jobs and bring customized amenities to our guests' fingertips," says Carano.

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The NEC solutions provide better visibility for both internal and external calls, enabling the properties to improve business processes and operational efficiency. Hotel staff can better track guest services for more accurate billing; and, property managers assess historical data and call volume in each department to optimize staffing. The improved call information also provides the properties with immediate insight into the success of their marketing and advertising efforts.

"Our new NEC solution allows us to track the origin and outcome of all inbound calls in real time, which lets our executives quickly know what advertising and marketing programs are most effective in which areas," says Carano. "For example, if one of the hotels launched a television advertising campaign in the Bay Area, we could easily track the quantity of calls we receive from that area, including those that resulted in an actual reservation."

Carano attributes the success of both implementations to their dealer-consultant relationship. "This could have been a complicated installation because combined, we have over 2500 rooms," says Carano. "But Les at HACL saved us a lot of money with his expertise on issues that we wouldn't have been able to figure out on our own; and, DCI delivered the right solution with a can-do attitude and is continually accessible to help us anytime we ever need them."

⦿ Read more about the UNIVERGE SV8500.
⦿ Contact NEC to find out more.

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