

## Value Created:

- Avaya Communication Manager and Avaya IP Office are helping the Pite Havsbad Group to:
- Speed up transactions and deliver a better customer telephone service
- Increase staff productivity and the ability to react quickly and efficiently to customer needs
- Achieve cost savings by sharing resources and staff between the various hotels
- Eliminate the cost of internal telephone calls
- Optimise staffing levels to meet demand

## The Pite Havsbad Group



The hotel chain Pite Havsbad Group has combined its Avaya IP Office solutions with Avaya Aura® Communication Manager, thereby improving the efficiency of its entire operation.

By replacing all the dated independent telephone systems with a new, connected IP telephone solution from Avaya, the hotel chain Pite Havsbad Group has improved the efficiency of its operation and reduced its total telephone costs.

Each of the nine hotels in the Pite Havsbad group now has its own Avaya IP Office solution, and by integrating

these IP Office solutions into Avaya Aura Communication Manager, all the hotels have been combined to form one unified unit.

Telephone calls to and from the hotels are routed via Avaya Aura Communication Manager, opening up a number of new opportunities and benefits for customers as well as staff and management.

**”Since Avaya Aura Communication Manager has eliminated the need for sales staff to be physically present on-site, we have created a centralised sales team who are working much more efficiently than before using the same resources”.**

*Robert Sjölund,  
Managing Director, Pite Havsbad Group.*

## **Impressive efficiency gains in sales**

The Pite Havsbad Group hotel chain has a total of 1400 hotel beds and is aimed at leisure travellers of all ages as well as companies and organisations wishing to arrange conferences and exhibitions in northern Sweden.

The varied customer base, together with Pite Havsbad’s wide range of services and packages, represents a major challenge for the customer service and sales staff.

“Before we installed Avaya’s integrated communications solution, we had to have sales staff physically on the premises at all our hotels in order for them to be able to respond to enquiries”, explained Robert Sjölund, Managing Director of the Pite Havsbad Group.

“The efficient switching possibilities offered by Avaya Aura Communication Manager have meant that staff no longer need to be physically present on-site. We have now created a central sales team instead who - with the same resources at their disposal - have been working much more efficiently than before”, said Robert Sjölund.

Irrespective of which hotel they are calling, all customers are now routed via a “direct choice solution” to the correct answering group, regardless of where it is physically located.

Thanks to this conclusive optimisation of personnel resources, the Pite Havsbad Group has been able to release three sales staff for external direct sales tasks.

## **Registration of telephone data leads to improved performance and resource planning**

According to Robert Sjölund, Avaya’s integrated telephone solution is a strategic investment that plays a decisive role in the Pite Havsbad Group’s expansion strategy. The solution has been installed and expanded over several years and the Avaya partner who provided consultation and installation support offered professional advice and a cost-effective solution.

The efficiency improvements have been achieved gradually over the



The direct choice solution ensures that customers receive a fast and optimised service, and this has resulted in a single sales employee being able to handle all the calls that previously required four locally situated employees.

years and, Sjölund adds, are difficult to describe in real terms. But in general it can be noted that this successful hotel chain has grown substantially over the years without the need for an increase in administrative resources.

The IP Office solutions, each of which is linked to a third-party server at the respective hotels, currently handles a multitude of minor functions that help improve the efficiency of daily operations as well as the customer experience that customers take away with them when they leave. Check-out and wake-up calls are managed and documented in IP Office, as are reports from cleaning staff confirming that rooms have been cleaned, which results in quick and up-to-date information regarding availability.

Avaya Aura Communication Manager's continuous registration and storage of telephone-related data provides the statistics used to measure a number of Key Performance Indicators that help the Pite Havsbad Group to take action and optimise activities. According to Robert Sjölund, the collected data is very important for the continuous improvement of efficiency in terms of employee resources and customer service.

"We use the collected data to create criteria that can be used to assess our capacity and to measure our success. For instance, we measure how many calls we receive and how many people hang up before we have time to answer the phone. And when you start focusing on certain areas they start to improve. At the same time, continuous registration of incoming customer enquiries provides us with important data on which to base decisions regarding the planning of optimum staffing levels on a daily

basis and during the course of the season. We are able to better predict when we will have a lot to do and when it will be less busy, and this way we can optimise our staff planning on a continuous basis. During peak season, in particular, we need to be able to cope with the peaks in workload that can occur".

## Minimising costs and maximising staff availability

Moving from analogue to IP-based telephone systems has resulted in a substantial financial saving, estimated by Robert Sjölund between SEK 200,000 and SEK 300,000 (\$33,000 - \$49,000<sup>1</sup>) per year. Right now, work is under way to link the employees' mobile phones to the Avaya solution, and once this project is completed in the near future, internal telephone calls will be free via Avaya Aura Communication Manager.

The mobile twinning function, which is a standard function in Avaya IP Office (Essential Edition & above), means that calls to a member of staff are automatically switched over to their mobile phone if nobody answers their desk phone. In future, it will be possible to reach the 100+ employees who have been connected to the solution on their landline numbers, which Sjölund believes will generate noticeable benefits, both financially and practically.

<sup>1</sup> based on the Avaya FX plan rate

According to Sjölund, the total financial calculation also needs to take into account the fact that the Pite Havsbad Group now has only one telephone system that requires maintenance. "The fact that we now only need a helpdesk and a combined service agreement with Avaya is a substantial financial and practical advantage for us. And this is a benefit that we took into account in our overall calculation from the start", concluded Sjölund.

## Learn More

For more information, contact your Avaya Account Manager or a member of the Avaya Connect channel partner program, or access other collaterals by clicking on Resource Library at [www.avaya.com/emea](http://www.avaya.com/emea).

**"I see Avaya's integrated telephone solution as a strategic investment that will play a central role in the Pite Havsbad Group's expansion strategy"**

*Robert Sjölund,  
Managing Director, Pite Havsbad Group.*

## Challenges:

The Pite Havsbad Group wants its communications solution to

- Be adaptable and extendable as the hotel chain expands
- Minimise costs for service and maintenance
- Improve the efficiency of sales staff
- Identify customer requirements to pass on to a suitable sales group
- Improve the efficiency of communication between the employees and the hotels
- Reduce all internal communication costs
- Follow up and measure the efficiency of customer contact

## About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information please visit [www.avaya.com](http://www.avaya.com).

## Systems and Applications

Avaya Aura® Communication Manager

Avaya IP Office 500

Avaya IP Office, Preferred Edition

Avaya IP Deskphones 1608, 1616, Avaya 9330-A, (analogue telephone)

Avaya IP Office Mobile Worker

Avaya DECT system and handheld units

## ABOUT THE PITE HAVSBAD GROUP

The Pite Havsbad Group primarily focuses on northern Sweden and is the owner of Nordkalotten Hotell, Storforsen Hotell, Rest & Fly, Piteå Stadshotell, Pite Havsbad, Arctic Hotel, Rest and Fly, Hotell Bodensia and Magasin 365.

The Pite Havsbad Group is one of northern Europe's largest hotel chains for tourism and conferences. Regardless of whether you are looking for relaxation, excitement, enjoyment or a place where you can hold successful business meetings, you will find it here all year round.

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