Hospitality and Central guest service solutions

About the client

Isrotel Ltd., established in 1980, is a public company operates a chain of hotels in Israel. Isrotel is Israel's leading hotel chain, providing luxury accommodation and facilities along with outstanding service. As of 2022, the chain has 24 hotels, and is planning 10 more hotels in the future.

In addition to the hotel chain, Isrotel manages and operates additional leisure and vacation facilities, including restaurants, spas, a diving club, pubs, and other attractions.

Summary

Isrotel wanted to change how it communicates with customers by embracing digital transformation. The company published a big tender prepared by a leading communications consultant, and ultimately chose Bezeq International's bid. This included Ericsson—LG Enterprise's iPECS UCM along with its applications as a unified and centralized platform for all hotels together.

Now hotel guests are able to receive even better service from skilled personnel without waiting times. Meanwhile, the hotels benefit from more efficient communication, along with broader operational improvements, thanks to Ericsson—LG Enterprise's iPECS solutions.

Challenge

- Each Isrotel hotel had a local, independent PBX connection to a hotel management system (Oracle—FIDELIO), and a local guest service desk that provided service to its each hotel separately.

- Isrotel wanted to establish a single guest service center that would serve all 24 current hotels, with the ability to scale up as more locations are added.

- The Oracle—FIDELIO interface also presented a limitation. It could only connect a maximum 9 hotels to its servers, which forced Bezeq International to set up the systems with 4 nodes.

Product

Platform
- iPECS UCM

Terminal
- iPECS 1000i

Application
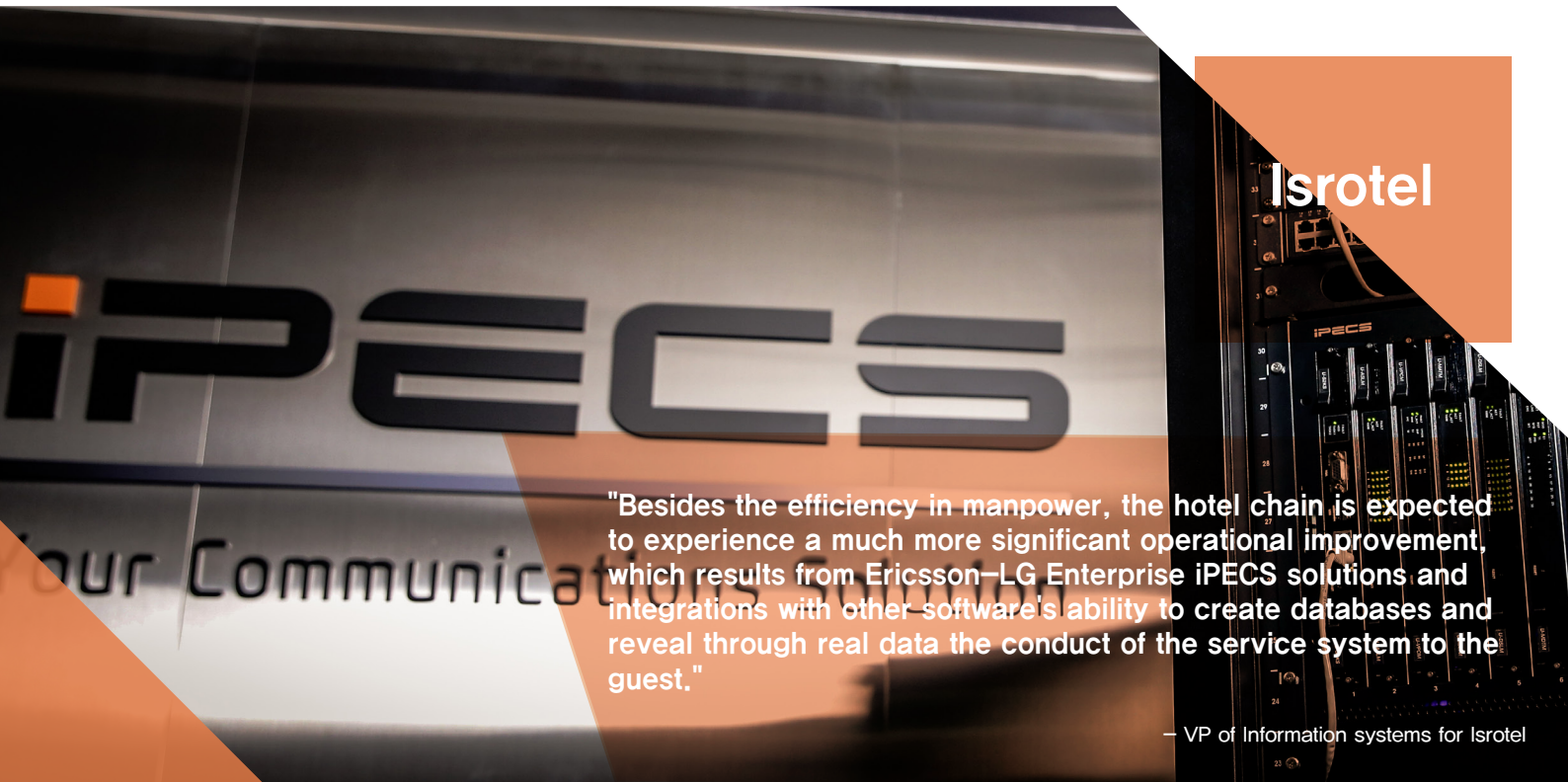- iPECS UCE
- iPECS IPCR

"Besides the efficiency in manpower, the hotel chain is expected to experience a much more significant operational improvement, which results from Ericsson–LG Enterprise iPECS solutions and integrations with other software's ability to create databases and reveal through real data the conduct of the service system to the guest."

– VP of Information systems for Isrotel

Solution

All components were established with high–availability architecture.

- 2 iPECS UCM (S30K) systems installed in customer's DC and DR sites.
- 4 node servers in each site with active–standby architecture
- 2 UC servers for remote workers
- 2 IPCR servers providing continuous call recording of guest service desk, including integration with Aspire Contact Center
- 4 LCM systems installed at dedicated hotels for local redundancy
- iPECS 1000i series desktop phones were deployed for employees

Benefits

- iPECS UCM provides Isrotel with an advanced central communication platform with high availability, stability, and scalability in the future for the entire hotel chain.

- The high capabilities of iPECS UCM are allowing the client to achieve their goals, establishing a central guest service center for their entire network while integrating user–friendly digital interfaces.

- iPECS UCM is the core of the solution and integrates with 3rd party Contact Center solution.

- Isrotel is already experiencing significant operational improvement. Its communication infrastructure is now more resilient, and ready to scale up as the business grows in the future. Meanwhile, everyday communication is easier and more efficient, allowing even better customer service.

iPECS is an Ericsson-LG Brand