



CASE STUDY:

Peninsula Hot Springs

At a Glance:



Situation:

- The company finally called time on a 10-year old on-site telephony system that was leading to serious inefficiencies
- Dropped calls and other problems were becoming more frequent, while staff often had to physically locate colleagues to deal with customer and administrative issues
- Lack of integration across the communications stack was creating unnecessary delays in fielding queries and processing bookings

Solution:

- MiCloud Flex
- Customer Experience
- Collaboration

Results:

- Fully integrated cloud-based communications system combining voice, e-mail, chat and social media channels
- Simplified call-flow management via a single pane of glass means staff can now handle customer queries more efficiently, converting them into bookings faster
- Ability to focus more clearly on core services while integrating telephony with CRM and business analytics to drive further insights and quality improvement

Summary

Peninsula Hot Springs was being weighed down by an unreliable, on-site, single telco phone system. With staff edging 350 and with a vastly more diverse business and service offerings, it engaged Mitel and Essential Data and Voice (EDV) to deploy a fully integrated cloud solution that has completely transformed the business.



Company

Peninsula Hot Springs is an award-winning geothermal hot springs and day spa located on the stunning Mornington Peninsula, 70km South East of Melbourne, Australia. Formed in 2005, it has become a popular sanctuary for Victorians, Australians and people from all over the world looking to be pampered and unwind - be it for the day, overnight in hotel-style luxury or 'glamping' under the stars.

Situation

In just under 15 years, PHS had grown from a small team on one site to become one of Australia's largest health spa retreats.

By the end of 2019, it was a four-location facility across 42 acres with 350 staff, providing a diverse range of health and wellness experiences.

Coming along for the ride was its once-modern, now decade-old on-site telephony system.

As booking numbers rose exponentially - along with the greater range of facilities and services - staff were struggling to connect with each other and their clients to manage more complex and specific needs.

System failures and mounting maintenance costs were just the beginning.

"Looking back we were really struggling due the lack of intelligent features," said Michael Egan, head of IT operations with PHS. "There was no chat integration, no softphones."

This regularly required three or four 'triaging calls' in order to get a handle on who guests were and what they needed, creating longer waiting times for everyone.

Things were busier than ever leading up to a record Christmas in 2019. And then COVID-19 hit.

"The risk of failure was huge," Egan said.

Solution

PHS looked at offerings from several suppliers in the market, but it couldn't find anything that met its number one objective.

"We needed something that would unify all our communications, from voice to email, chat and social media into the one single pane of glass," explained Heather Pearce, PHS systems implementation officer. "Then we came across Mitel".

Working with long-standing channel partner EDV, the team at Mitel helped PHS deploy a fully cloud-based solution built on the company's MiCloud Flex Platform. The solution supports a broad range of hardware and software technologies including a softphone app as well as analytics capabilities for advanced reporting.

Importantly, the solution is also completely geo-redundant, with multi-path SIP.

"Not only was our previous solution on-premise, it was also locked in with the one ISDN provider," Egan explained. "This meant if we had an outage at one location we may not have any communications at all for some time."

PHS now has greater integration and visibility of comms.

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**Heather Pearce, systems implementation officer
Peninsula Hot Springs**

The softphone capabilities, for instance, mean staff are far more contactable, allowing them to be called without fear of handing out their private numbers.

And the integration of calls, email and chat has meant PHS no longer needs a full-time staff member sitting and answering emails all day long.

Results

PHS was already reaping the benefits of the Mitel solution before COVID-19 hit, but the pandemic experience brought home the importance of having a robust and flexible cloud-based telephony platform during times of crisis and uncertainty.

"Our old phone system could only work on-prem and without them we would have been in a world of pain," Egan said. "Mitel saved us".

As the business grew exponentially during its first 10 years, unfortunately so too did its communications headaches. Seemingly simple tasks such as locating staff on site for internal purposes or to assist with customer requests had become increasingly difficult.

Staff were frustrated if they called reception for someone who wasn't physically there, as they had to take down and call other numbers. Or worse, reception and other staff often set off on foot to find people.

"That was a really big issue that's now been completely resolved," Pearce confirmed. And just in time too, as PHS restarts building a new 126-room boutique hotel and new glamping facilities, while improving integration of communications with overseas operations.

Thanks to the work by Mitel and EDV, PHS now has a fully integrated, reliable and intelligent phone system that's allowing staff to focus on the more important work of booking and pampering customers.

"Freeing staff to do more meaningful work has had a direct positive impact on the business," Pearce enthused. "Mitel means we can have more people fielding calls and really understanding what they're about."

Deploying a modern phone system for a fast-growing organization supporting over 350 staff in four locations is a complex challenge, especially in terms of bringing staff and management on board after using a different system for so long.

But Egan said the communication, training and support from Mitel and EDV meant the deployment was achieved virtually without a hitch.

"The success was as much down to the package we received from EDV as the technology itself from Mitel," he explained. "We had 99 percent constant communication from our contact manager, and the training our end was fantastic."

Looking ahead Egan, Pearce and the PHS team plan

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to unbox advanced Mitel functions allowing for closer integration between telephony, business analytics and CRM systems as the company views a return to pre-COVID-19 levels. "It's not just about simple call queues anymore," Egan said, noting that customers like to be connected to the agent they were talking to on the previous call. "We're also able to view staff and see how productive they were - like how long they are on calls - allowing for better performance management."

And as Pearce notes, while many companies are moving away from 'voice', "our customers still want the more personal experience of actually speaking to someone."



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