

Westgate Resorts Welcomes Mitel to the Family

The world's largest privately-owned timeshare company selects a unified communications solution from Mitel and Pinnacle Communications

May 7, 2008 - [PRLog](#) -- OTTAWA, Ontario, Canada – Westgate Resorts and its parent company Central Florida Investments (CFI) understand that their owners are not just customers, they are family, and as family, it is important they enjoy the best possible experience when visiting a Westgate property. That is why when it came time to upgrade business operations, they deployed a Mitel® (<http://www.mitel.com>) unified communications solution tailored for the hospitality industry (<http://www.mitel.com/hospitality>).

“Our experience tells us that a key to achieving an exceptional guest experience is ensuring superior communications between staff and guests,” said Kevin Nicholson, IT field operations manager, Westgate Resorts. “Our Mitel system is limitless on what we can do now and in the future in terms of communications. We have experienced a return on investment (ROI) in months and we haven’t yet tapped into the system’s full potential. In the long term, we foresee huge benefits.”

Westgate also cited Mitel’s strong, easy-to-manage system, and ability to lower operating costs while improving employee productivity as key reasons for selecting Mitel. Pinnacle Communications, a Mitel accredited Hospitality specialistPARTNER, assisted Mitel in the sale, installation, and maintenance of the Westgate solution.

Westgate is comprised of over 20 resorts in premier travel locales throughout the U.S. in addition to a number of corporate offices. For the first stage of the deployment, Westgate opted to upgrade the communications of its four principal corporate offices, five contact centers and four sales centers.

Each site is equipped with a Mitel 3300 IP Communications Platform (ICP). Operating across their LAN / WAN infrastructure, the 3300 ICP solution provides Westgate with seamless communications including full-feature transparency across all locations.

Mitel Enterprise Manager provides centralized management allowing Nicholson’s team access to all system information and the ability to make changes from a single, web-enabled management interface lowering business costs and increasing staff productivity. Additionally, Enterprise Manager provides proactive network health monitoring and voice quality performance management that reduces maintenance costs and increases system availability.

Deployed in 10 locations, a video conferencing solution is responsible for a large part of Westgate’s financial and resource savings. Whereas sales staff typically would have to fly in for a multi-day training session, they can now attend a video conference call at the nearest office, reducing or eliminating travel that saves the company time and money.

At the property level, which has not yet made the full transition to IP, Westgate Resorts has the opportunity to IP-enable legacy PBXs thus protecting their existing investments, while delivering all the advantages of a converged network and allowing the company to migrate at a pace that suits its business requirements.

“Mitel’s tailored hospitality solutions enable hoteliers to reduce costs and increase staff efficiencies throughout their entire operation,” said David Johnson, vice president, Mitel hospitality sales. “In selecting Mitel, Westgate is now equipped to preserve their prestigious ranking as the world’s largest privately-owned timeshare company with a communications system that allows them to focus on the most

important part of their business – the guest experience.”

Westgate has now laid the foundation for the future deployment of Mitel unified applications. They have already begun to deploy the Mitel Teleworker Solution for satellite offices. Additionally, the resort’s executives now experience the powerful productivity enhancing features of Mitel Your Assistant, a “unified communications” dashboard. Westgate staff can now avoid endless voicemail tag sessions with colleagues by using the presence and availability information of Your Assistant to determine if they are on the phone, away from their desk, available for secure instant chat or wanting to data collaborate.

Mitel’s complete line of innovative applications, feature-rich IP phones, and scalable platforms lower operating costs, drive revenues, enhance the guest experience and make it easy for hotel staff to provide outstanding customer service. Mitel’s tailored applications allow hotels to personalize services and features based on guest profiles and preferences. Displays on the guest's phone can customize the guest experience, ranging from a welcome message, to an appointment at the spa, to informing the guest of their long distance charges before making a call. Mitel Mobility Solutions and IP consoles enable hotel staff or guests to be reached no matter where they are on the property, ensuring guests’ questions are answered quickly and efficiently. Mitel’s migration strategy enables hoteliers to implement IP solutions at their own pace.

About Westgate Resorts

Westgate was founded in 1982. It is the largest privately held time-share company in the world. With 28 resorts and over 400,000 owners worldwide, Westgate Resorts is one of the largest resort developers in the world. The company provides affordable luxury vacation accommodations as well as offering worldwide travel solutions through their exclusive affiliation with Interval International, the Quality Interval Exchange Network comprised of over 2000 resorts in over 75 countries. Westgate Resorts parent company, Central Florida Investments Inc. (CFI) was founded in 1970 as a real estate development firm. CFI now operates hotel, insurance, magazine, real estate, travel services and Internet companies.

About Pinnacle Communications Corporation

Pinnacle is a nationwide communications company and a leader in hospitality IP-PBX solutions and applications. Servicing over 200,000 guestrooms, the company offers voice and data networking solutions that provide truly integrated applications, including a single network for Wi-Fi, HSIA, IPTV, energy management, security, enhanced guest solutions and in room advertising.

About Mitel

Mitel delivers flexibility and simplicity in smart unified communications solutions and applications for organizations of all sizes. Combined with a full range of managed services that include voice and data network design and traffic provisioning, custom application development, and attractive financing options, Mitel is reinventing how successful organizations gain competitive advantage by easily collaborating and communicating over distance and time with customers, colleagues and partners. Mitel’s (www.mitel.com) US headquarters are in Phoenix, AZ. Global headquarters are in Ottawa, Canada, with offices, partners, and resellers worldwide.

Related Customer Experience

Westgate Resorts Welcomes Mitel Unified Communications to its Family
<http://www.mitel.com/DocController?documentId=28249>

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