

## The De Vere Group plc – The Belfry, deploys Cisco IP Telephony Solution

*Network Defence partners with Cisco to design and implement an IP Telephony Solution*

*"It has proved a significant improvement over our previous system. We know that customers are getting a much better service when they call us which is vital for a prestigious venue like the Belfry".*

*Ed Sygrove, IT Director, De Vere Group plc*

### **Key Benefits:**

- Call management information
- Centralised system management
- Opportunity for expansion
- Cost-effective

### **The Challenge:**

The De Vere Belfry is one of the most famous hotels in the world, thanks to its association with golf's Ryder Cup. Part of the international De Vere Group plc, it is one of the standard bearers of the brand's traditional values of high quality and personal service.



When the venue's call centre needed upgrading, the requirement was to deliver the best in modern voice technology functionality, yet ensure that the traditional style and standards which the Belfry's customers expect were maintained.

Network Defence have been network and security partners for De Vere Group plc for several years and were asked to assist in designing a solution. The

new call centre needed to offer a modern voice solution with comprehensive call management and monitoring capabilities which would integrate with their existing network infrastructure and voice equipment. It also had to offer expansion to meet the ever increasing demand at The Belfry. Between De Vere's IT management team, Network Defence and Cisco, Cisco's IP telephony solution was selected.

### **The Solution:**

The decision was taken to change to the new system in time for the 2002 Ryder Cup and the solution was delivered in Spring 2002, on time and within budget.



Network Defence worked with Cisco IP Telephony partner Comstor as well as Cisco to design and implement a 50 seat call centre solution. The physical equipment comprised twin Cisco Call Manager servers and 50 7940G IP phones plus new Cisco router and switch hardware.

Cisco's open standards policy was a deciding factor. As Ryan Lynskey, Technical Team Leader at De Vere's explained: "With Cisco's open standards approach we were able to select from the best applications on the market, instead of being restricted to a single vendor environment. The call centre software selected was from ARC Solutions. Their virtual switchboard offers much greater functionality than most traditional systems, including a visual on-screen display of the entire telephone network and excellent reporting and management capabilities."

The project was jointly managed and implemented by Network Defence and Comstor and included full installation of the system, changes to the existing network infrastructure and integration with the existing PABX system to link to the remaining legacy systems. Reviewing the implementation process Ed Sygrove commented: "The installation was complex as it entailed inter-

operation between old and new systems. However, all the deadlines were met and it was delivered to budget. Overall, the project has been a great success for DeVere Group and The Belfry.”

### **The Benefits:**

One of the most significant benefits of the new system has been the management information now available. Ed Sygrove explained: “We now know how many calls are queuing, how long customers are holding for and how many calls are abandoned. This is critical to enable us to correctly plan staffing levels. We know that we saved 100 calls in the first month which might otherwise have been lost. This is a tangible early measure of the return on our investment.”



The success of the solution has attracted the attention of other call handling centres within the Group. One of the benefits of the solution is its scalability. Ryan Lynskey explained how future cost savings will arise: “System management can be centralised so there’s no need to replicate the solution at every site. We just need to link each site in to the central Call Manager.”

Network Defence are delighted with the success of the project. David Beesley, Technical Services

Director explained the underlying rationale of the technology: “By using IP for telephony systems we can harness the call and convert it to data. This opens a huge range of opportunities, not just for system improvement, but to deliver real cost benefits to organisations. With Cisco’s open standards policy the list of potential applications for IP Telephony is endless. We’re proud to have had the opportunity to deliver this solution for De Vere Group plc.”

**Technologies Used:**

- IP Telephony
- Network Infrastructure