

Australian Leisure and Hospitality Group rolls out major communications installation with over 70 Panasonic PBX Phone Systems



Panasonic's tough telephony answers the call for ALH.

Australian Leisure and Hospitality Group (ALH) has selected Panasonic Australia to supply and install the company with flexible and reliable PBX telephone systems throughout their Hotels. Australian Leisure and Hospitality Group (ALH) operates more than 270 licensed venues and over 450 retail liquor outlets across Australia and owns a diverse selection of bars, nightclubs and hotels throughout Australia, as well as the popular BWS and Dan Murphy's retail outlets. The company plans to replace more than 70 phone systems across multiple sites.

According to Rick Coenen, Information Technology Manager for ALH Group, "The company selected Panasonic because it provided a cost effective and competitive solution with rugged products to satisfy the requirements of the hotel environment that were easy to use and future proof."



Rugged, reliable communications

ALH chose to deploy Panasonic KX-TDA200AL Phone Systems with tough DECT handsets (KX-TCA355AL). This system and ruggedised handset is a perfect fit for the hospitality environment.

Rick Coenen said "Durability was very important for ALH in selecting this product and the tough DECT handsets are well suited for the rigors of a challenging hotel working environment."

According to Mr Coenen: "With IP54 standard compliance of paramount importance, Panasonic's rugged products provide the ideal solution for our Hotels, because our staff can rely on the system and phones to defy the unpredictable situations that occur every day in their workplace – such as spills, drops and knocks."

Mr Coenen added that ALH chose Panasonic over competing telecommunications solutions. "Panasonic provides a highly reliable telephone system that is well known for its ease-of-use as well as complying with our technical specifications."

Easy and efficient to use

While the systems and handsets perform very well under the adverse conditions of the hotel environment, ALH staff finds the systems and phones user-friendly.

According to Mr Coenen, "The handsets and integrated DECT solution provide hotel staff with full and easy access to phone features throughout the hotel working environment."

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Hotel staff save time as calls can be conveniently transferred straight through to Managers, instead of staff physically looking for them throughout the hotel or taking messages. Hotel staff and managers can further increase their productivity and remain in contact with the hotel or office on one number by enabling the mobile integration feature on the system. The feature enables the GSM mobiles to operate as mobile extensions of the Panasonic system. Hotel staff simply call the extension number to ring both DECT handset and the mobile.

It also assists communication at busy times when stock needs to be allocated to relevant sites quickly. Panasonic's system also saves time for Administration Officers as calls can be routed directly to a specific in-dial extension without having to go through the Administration Officer.

The Panasonic system features a host of advanced functions, including Voicemail, Intelligent Call Handling for Call Centre application, Wireless DECT mobility, Computer Telephony Integration (CTI), Networking and Hospitality features as well as optional VoIP gateway and PC Phone application.

The Panasonic handsets which are also included in the deployment are also simple to use as buttons are clearly marked, while speed dials are programmed into handsets and staff are aware how to add or change these.

Mr Coenen adds, "In addition to increasing hotel staff efficiency, the Panasonic Integrated DECT solution is also more cost efficient and secure and more suited to the rigors of a hotel working environment than a mobile GSM/3G solution."

Future proof and reliable system

As well as the importance of durability, efficiency and ease of use, ALH values the flexibility of having an IP-enabled telephone system at each hotel site that supports Session Initiated Protocol (SIP) connectivity.

According to Mr Coenen: "The flexibility of having an IP-enabled telephone system at each hotel site will be beneficial in the future for ALH, as the company intends to progress towards a full IP telephony environment

to cut costs and increase business productivity and efficiency. It is a priority for ALH that our phone system is future proof and flexible."

Mr Coenen added: "Sharing infrastructure between telephony and other IT platforms will provide significant savings and efficiencies across the group by simplifying the infrastructure."

Expertise and professionalism

Panasonic provided exceptional sales and service to ALH to ensure that the introduction and initial implementation of the systems went smoothly with minimal disruption to the company.

Mr Coenen said, "During the install, ALH found training clear and informative, the system easy to use and the Panasonic Team to be helpful, and quick to assist with any query. Nothing was too much trouble."

Finally, the value associated with a Panasonic PBX system price which includes install, 12 month product warranty and 12 month maintenance agreement offers further peace of mind.

For more information about Panasonic PBX, please visit www.panasonic.com.au/tda or call 132 600.



Australian Leisure and Hospitality Group (ALH) Overview

ALH is a market leader offering a diverse array of hospitality experiences including electronic gaming, sports bars, bistros, restaurants, cafes, retail liquor, accommodation, nightclubs and wagering.

The company's portfolio includes iconic hotels and neighbourhood pubs, each tailored to its local market. ALH continues to grow and develop our range of leisure and entertainment venues across Australia offering an exciting night out whatever your location or style.

ALH employs more than 14,000 people across Australia at more than 270 licensed venues and over 450 retail liquor outlets.

www.alhgroup.com.au