

Customer:	Lemon Tree Hotels
-----------	-------------------

## Lemon Tree Hotels enhances efficiency and customer experience with Alcatel-Lucent platform

The Lemon Tree Hotel Company is an innovative new concept in the Indian market. The hotels in the group’s fast growing chain are successfully pitching themselves as the new, cost effective alternative to traditional upmarket hotels. As the company’s website describes it, “being at a Lemon Tree hotel is like being offered a tall glass of icy cold lemonade after hours of traipsing through the hot and dry desert!”

“Our brand is all about simplicity and freshness,” explains Aradhana Lal, Vice President of Marketing and Business Development at Lemon Tree. “Lemon Tree Hotels are instantly recognizable by their refreshing ambience, warm welcomes, spontaneous smiles and professional yet friendly service.”

It is crucial for Lemon Tree that all its procurement decisions reflect these brand values and deliver better and more efficient services for customers. So when the company came to review its telephony system, it had an important decision to make.

“We wanted a simple yet powerful solution – one that would make our people and processes more efficient, deliver an enhanced customer experience, and also provide us with a flexible platform for future growth,” says Ajai Kumar, Chief Information Officer for Lemon Tree.

After reviewing several alternatives, Lemon Tree decided to replace its existing Alcatel-Lucent infrastructure with a new IP system based on the OmniPCX Enterprise platform. With the expert help of local partner ABS India Pvt Ltd, the solution has now been installed at nine Lemon Tree Hotels in Chennai, Bangalore, Ahmedabad, Indore, Aurangabad, Gurgaon, Hyderabad and Chandigarh. A further two systems have been rolled out in the more budget conscious Red Fox Hotels, which are also owned by the group.

“We chose the solution proposed by ABS India and Alcatel-Lucent because it provides a perfect fit for our organization,” says Kumar. “It provides the simplicity and functionality we need because it is designed specifically to meet the needs of the hospitality market – and without the need to integrate any other third party solutions.”

Lemon Tree is now taking advantage of the fact that OmniPCX Enterprise comes complete with integrated billing, which helps staff to deliver a seamless and efficient service to customers. Similarly, Lemon Tree is making full use of the integrated voicemail feature within the platform, which automatically resets when customers check out.

“We have also been impressed by the Voice Guidance functionality that OmniPCX provides,” says Kumar. “This means that our guests are able to set their phones to ‘do not disturb’, get reminder prompts whenever they pick up the handset, and also still make calls. It is little touches like this that help to differentiate the Alcatel-Lucent solution from its competitors, and also help us to provide a better and more helpful service to our customers. “

In the future, Lemon Tree will be looking to gain further benefits from IP telephony by integrating the switches into a Pan-Indian network. "The solution has been installed using common media hardware, which makes it very easy for us to scale up if we need to," says Kumar. "We are working closely with ABS India and Alcatel-Lucent on the next stage of our development, and have every confidence that this partnership will deliver precisely what we need."

-ends -

### About the Partner



ABS India is a leading provider of enterprise communication solutions to small, medium, large and multi-location businesses. ABS India builds, implements, and maintains some of the most complex next-generation communication networks that enable enterprises to exchange voice / data / multimedia across geographies. With over 500 man-years of experience and expertise gained from executing over 6000 installations, they have deployed effective communication networks and solutions that transform the way businesses function.

[www.alcatel-lucent.com/enterprise](http://www.alcatel-lucent.com/enterprise)

Alcatel, Lucent, Alcatel-Lucent, and the Alcatel-Lucent Enterprise logo are trademarks of Alcatel-Lucent. All other trademarks are the property of their respective owners. The information presented is subject to change without notice. Alcatel-Lucent assumes no responsibility for inaccuracies contained herein. Copyright © 2012. Alcatel-Lucent. All rights reserved.