Choosing the Best

The Green Park Group has opted for Alcatel-Lucent enterprise solutions across Hyderabad, Chennai, and Vizag.

Green Park Hotels are a Hyderabad based hotel chain with properties located in Hyderabad, Visakhapatnam, and Chennai. Hyderabad facility has 3 hotels located in Central Business District (CBD) and Hitec City. All hotels of Green Park Group are renowned for their specialities and are the first choice for business travelers, offering international-class service standards.

The Green Park at Hyderabad is an urban oasis located at Greenlands in the heart of the Vibrant Capital of Andhra Pradesh. This elegant and comfortable 148 room hotel is nestled in one of the verdant areas of Hyderabad. Hotel Green Park based in Visakhapatnam is known for its food and has around 110 rooms. Marigold in Central Business District of Hyderabad has 181 rooms and 20,000 sq ft of banqueting. Green Park, Chennai built on a 5 acre land has best banqueting facility in the city. In terms of occupancy, this facility has 170 rooms. Avasa in Hitec city has 240 rooms and 20,000 sq ft of banqueting facility.

The group is planning to have 1,000 hotel rooms by 2014 and plans are to increase focus on business segment. The group is building another hotel property in Bengaluru which would be coming up in FY13-14. The company has also entered into new service domain of facilities management and is servicing Indian School of Business, Hyderabad.

In all Green Park facilities, the focus is around the guest experience as service and care are part of their core philosophy which enables them to offer guests world-class conveniences and comforts away from their home. The group pays great attention to minute details which has helped in getting a large clientele base and make strong bonds and also Green Park their first choice.

The Business Challenge

Green Park was looking for super rich enterprise communications solutions with ease of management and capability of third party integration. Focus was also on improving staff efficiency and offering innovative hotel experience to guests thereby increasing revenue opportunities across all Green Park hotels. The challenge for the vendor was to match hotel brand image and service credentials with a matching product meeting all requirements of the Group.

Green Park evaluated most of the prominent enterprise telecom equipments available in market and found Alcatel-Lucent best in terms of reliability and operations for their voice solutions.

"The group was also satisfied with reliability, ruggedness, investment protection backed up by an excellent after-sales support by ABS India for their enterprise voice requirement," says K Mohan Krishna, vice president, operations, Green Park Hotels.

The Solution

The company has deployed enterprise switch solutions at Chennai, Hyderabad, and Visakhapatnam. In terms of number of extensions: Green Park, Hyderabad (300 extensions); Green

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—Sunil Arora
CEO and director, ABS India

Park, Visakhapatnam (200 extensions); Avasa (400 extensions); Marigold (350 extensions); and Green Park, Chennai (350 extensions).

Green Park, Hyderabad has deployed Alcatel 4,400 enterprise switch with about 300 extensions. Later, the group procured 2 Alcatel-Lucent OMNI PCX Enterprise switch for Marigold and Avasa properties. OMNI PCX Enterprise switch with hotel applications has also been deployed in Chennai. The Green Park Hotel, Hyderabad has network management system, call billing software, external voice mail (Telesoft), and hotel application (IDS) based on V.24 AH link. Hotel Green Park, Vizag has voice mail facility and hotel application (IDS) based upon V.24. Green Park has plans to connect these two systems to increase their efficiency.

The company is using network management tool called Alcatel-Lucent 4760 for call accounting and configuration purpose has been deployed at Hyderabad. Voice mail for guests and admin users have been deployed at all locations.

Along with unmatched user experience, ABC-F (a proprietary Alcatel-Lucent link for hotels) across properties offer excellent features and super rich guest experience. The company has also opted for ABC-F to link between 2 facilities. ABC-F helps in providing many features across all the rooms be it voice mail, 3rd party applications, guest check in, guest check out, centralized reservation, and operations. This feature also offers centralized management of hotel functions helping the hotel in reducing the operational and maintenance costs and also right sizing and optimization of skilled resources.

All the processes have been defined in such a way that it provides flexibility to guest service and right from the beginning, the focus has been customer service. The vendor that provided best service to our customer was definitely a winner.

"The company opted for Alcatel-Lucent as the company gave more weightage to consistency, quality and service level," says K Mohan Krishna.

The communications solutions at Green Park Hotel was deployed by ABS India, a key solution provider in the area of IP and convergence as the company has been focusing on design, deployment, implementation, and maintain some of the most complex next-generation communication networks in the hospitality sector.

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"It is heartening to know that Green Park Group has been an Alcatel-Lucent customer from 1992 onwards. The Group has deployed 3 generation of Alcatel enterprise solutions and every time the service of the product and performance of the product has been fantastic," says K Mohan Krishna.

The Group was the first to introduce call center operations at all their locations and they have been able to increase the efficiency of their delivery with the efficient use of technology. Almost all guest service requests are through call centers and everything is benchmarked so that one can improve on the processes in future. The company is also deploying IVR in full swing as they are coming up with reservation module so that calls can land at one location and can be handled efficiently.

"Every time we went for a new version, the vendor has been providing consistent service. Alcatel-Lucent has also been able to scale the product every time and ABS ensured product performs consistently by doing periodic servicing and also carrying inventory spares for quick support," said K Mohan Krishna.

"The breakdown time for server or telephone exchange has been zero," added Krishna.

Speaking about Green Park client, Sunil Arora, CEO & director, ABS India said, "We are happy to be associated with Green Park Group of hotels. We have carefully designed and implemented solutions keeping in view the optimization at the customer environment."

"We at ABS India ensure our clients get enormous value addition backed up by excellent service support," added Sunil.

All this has resulted in improved performance of Green Park employees by bringing down the load on employees and minimizing errors thereby increasing customer delight. The way things are moving, the group might also procure Alcatel-Lucent switches for their new locations.

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