

# Hotel Alexandra, Barcelona



## Customer

Hotel Alexandra, Barcelona, Spain

## Industry

Hospitality

## Challenges

- Overcome separate pillars of communications
- Address high operating costs (GSM usage in hotel)
- Merge separate sub-systems
- Increase efficiency
- Need for a trusted partner

## Solution

- NEC IP Hospitality Communication Solution, consisting of;
  - NEC UNIVERGE SV8100 communications platform
  - Integration with PMS (Tesipro)
  - Jacob Jensen telephones in the guests rooms
  - Mobile extension for the on-the-move staff inside the hotel
  - CTI integration for dialling from Microsoft Outlook

## Results

- Increased efficiency by utilizing integrated system
- Resulting in lower operational costs
- Improved guest satisfaction
- Enhanced view on communications

[www.hotel-alexandra.com](http://www.hotel-alexandra.com)

“Since the installation of the communication solution of NEC we have improved our response times with our customers, optimized our communication between departments and the positive perception of our guests during the stay has improved as well. Everything is easier now. Everything is faster now. The wakeup call is just a mere example about the improvements we have made with the new solution based on the UNIVERGE SV8100”, Juan Manuel Tierra, Director Hotel Alexandra.

## Challenges

The 4-star Hotel Alexandra in Barcelona was faced with communications based on dated technology and sub-systems that divided the communications among staff into separate pillars. In addition it faced high operating costs due to the intensive use of GSM mobile phones among staff in the hotel. Aiming to reduce these operational costs and to increase efficiency by advanced communications, the hotel turned to a trusted partner, experienced in of hotel communications, to address these needs.

## Solution

Hotel Alexandra selected @CE, NEC's business partner in Spain to improve their guests' experience, increase efficiency and drive profits.

After analysing the hotel's operation and the needs for improvement, @CE advised the hotel to implement a Hospitality Communication solution based on NEC's products and applications.

The solution and partner components comprised:

- NEC UNIVERGE SV8100 IP communications platform supporting 160 analog extensions / 16 digital extensions / 8 BRI ISDN / 8 PSTN
- A full-featured DT730 IP phone with 32 programmable self-labeling keys and 2 DSS 60 consoles for the hotel's front office
- 10 DT730 IP phones with 12 keys for other staff positions throughout the hotel

## About

The Alexandra Hotel is part of the Diagonal Hotels Group, a family company dedicated to hotel management for over 30 years. It currently has hotels in three destinations: the Alexandra Hotel in Barcelona, the Augusta Vallés Hotel in Vilanova del Vallés and the Palacio Conde de Torrejón Hotel in Seville. The Diagonal Hotels Group is dedicated to applying its experience to the needs of each product, looking for the quality and personal and professional service clients demand, working day after day to exceed our expectations and earn clients' loyalty.

The Diagonal Hotels are an ideal place to stay not only because of their unbeatable quality and comfort but also because of their modern architecture and vanguard design.

- 3 mobile extensions providing the administrative staff (landlady, maintenance, director) with Fixed Mobile Convergence, integrating the GSM phones into the hotel network, avoiding high mobile network charges
- Integration of the communication system with cHar Middleware for PMS (Tesipro) and call accounting
- CTI integration enabling 1st party dialling from Microsoft Outlook, enabling the reservation department to make outgoing calls easily and efficiently
- All guest rooms equipped with stylish Jacob Jensen telephones

## Result

Kees van Donk, Director Hospitality EMEA at NEC: "The fully integrated communication platform has resulted in improved guest satisfaction while providing significantly lower operational costs at the same time. The ease of use of the terminals, the integration with the PMS on the one side and with mobile phones on the other side, and the management of the system as a whole, are significant benefits the new implementation brings to the hotel. It is very pleasing to once again experience how the advances in communications can enhance the operations of our customers and the satisfaction of their guests."

For further information please contact your local NEC representative or:

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