

The Albion Hotel Enhances Operations and Customer Service With 21st Century Business Communications System from Unified Office

About The Albion Hotel:

The iconic Albion hotel in Miami's famed Art Deco District evokes a 1930s' vintage style. It is part of Rubell Hotels, a family-owned business well known for transforming architecturally significant historic hotels into affordable cultural hubs. It combines their love of art and architecture with a bright, modern feel. The Rubell Family has owned The Albion Hotel in Miami Beach for nearly 20 years. In that time, the hotel has been the understated home to many of the people who spearheaded the transformation of Miami into one of the cultural centers of the world. The artwork in the hotel comes from the Rubells' personal collection. The Albion Hotel offers its guests amenities such as private beach access, a fitness center, pool, café, bar, Wi-Fi and concierge service.

Rubell Hotel properties also include, the Lord Baltimore Hotel in Baltimore, the Capitol Skyline Hotel in Washington D.C. The Rubell Family Collection is one of the world's largest private family art collections open to the public and has been located in Miami, Florida for the last 20 years.

The Business Problem:

The Albion was growing tired of the poor quality of service that they were getting from their phone company and they suspected that it might be causing them to lose some of their telephone reservations business. Like most hotels, the majority of their bookings come in over the phone.

Prior to working with Unified Office, The Albion had a 15-year-old analog PBX. Their legacy PBX was very inflexible and expensive to support. Its features were out of date and parts were hard to find. The Albion needed a total upgrade to their existing PBX. They needed phone extensions for their 25 employees and 15 additional extensions for other areas of the hotel such as the gym, the café, the pool, etc. Their old PBX wasn't able to expand to meet their needs and it was lacking modern features. However, upgrading to a new PBX was seen as too expensive and too disruptive to their business.

The Unified Office Solution:

The Albion implemented Unified Office's [*Total Connect NowSM \(TCNSM\)*](#), an easy to use managed business communications service that integrates voice and video communications, messaging, service-level monitoring, business continuity, and business analytics tools into one seamless, high quality, reliable communications service that can be configured to meet the unique needs of any business.

“Unified Office has provided us with a reliable, high quality, business class, voice communications service that is simple, elegant, and easy-to-use with applications such as, real-time performance analytics and the latest in call choreography and automated notifications for reservations and scheduling, all woven right in to improve the effectiveness of our business operations,” said Name, Title, The Albion Hotel. “They took our hotel from an antiquated, outdated system that was very inflexible and delivered 21st century capabilities, enabling us to operate more efficiently and provide a higher level of customer service to our guests.”

With TCNSM The Albion will never miss a reservation. No matter what. Even if their broadband connection goes down, calls will be switched over to Unified Office’s 4G LTE service. Unified Office’s Highest Quality Routing ProtocolTM (HQRPTM) network ensures call quality so that reservations aren’t missed or misunderstood due to clipped or dropped calls.

TCNSM enables the Albion staff to conduct business no matter where they are at any hour of the day. Unified Office’s call choreography feature will send incoming calls from customers to a pre-defined group of up to xx people in a certain dept. If the first person who receives the call is unavailable, others will be able to answer the call wherever they are, on any device, even if they are out of the office.

This ensures that customers will not have to go into voicemail during business hours, however long their business hours might be. Their important phone calls be they from customers or business partners will find the person every time. Employees no longer have to be sitting at their desk or in the building to receive calls. Should a call need to be transferred on to someone else, this can be done by anyone from any device, anywhere they might be, in catering, out by the pool, or from home, etc.

The Albion can now customize their call routing choreography to find the right person in a timely manner either through a call tree or an IVR. This enables the Albion to deliver the best customer service because a human is always available to speak with their new and returning customers. Albion employees can now easily change their messages on hold, and their voicemail and text messages themselves whenever they want.

In addition to saving on expensive legacy PBX parts and service, The Albion is also avoiding the expensive fees that they were paying their phone company for T1 access. Unified Office takes care of all of their business communications for them, so they no longer have to deal with multiple vendors.

Unified Office is in the process of integrating with hotel management solution, Opera, which will bring all of the information on their customers into their phone system including bookings, billings, reservations, preferences, etc., so they can access it all in one place as they answer a call. The Albion will also use Unified Office’s analytics for an at-a-glance view of customer service responsiveness in real-time. This along with the call recording features will help with staff coaching and will be used to enhance customer service.

The hotel manager can view and configure their communications system remotely via Unified Office's fully integrated TCNSM Operational Management Suite™ (TCNOMS™) web-enabled portal on any device. This enables them to easily add extensions, create call flows, add customized messages at different times of the day, and to access other advanced business communications features from any device, anywhere.

Summary of Benefits for The Albion:

- Uniformity of services enables their staff to easily bring their offices with them, wherever they happen to be on any given day.
- A hybrid, on premise and cloud-based solution that enables a high-quality business VoIP offering provided on with the most reliable and resilient service network platform available.
- Business continuity that eliminates down time by finding and fixing problems in most cases before the customer becomes aware of them.
- Custom call choreography so calls always reach the right person.
- Automated notifications and scheduling.
- Superior customer service, 24X7, provided by Unified Office in the US.
- Integration with best-in-class hotel management and CRM software.
- Rapid installation of their services without interrupting their business.
- Cost savings experienced over other options from eliminating the need for costly legacy T1 lines and/or MPLS circuits.
- A single end-to-end managed service solution provided by one vendor means one call gets it all done with one partner should an issue arise.