

# The Okura Prestige Bangkok



## Customer

Okura Prestige Bangkok, Thailand

## Industry

Hospitality

## Challenges

- Maintain highest possible standards in every aspect of hospitality
- Maximise guest satisfaction
- Improve staff productivity and efficiency
- Eco-friendly designed communication solution that fits with the hotel's overall concept

## Solution

- NEC SV8300 communication server with 70% energy consumption savings
- Business ConneCT Operator solution
- Integration with the Business ConneCT Contact Center solution
- Integration of server, operator and contact center with the hotel's PMS solutions

## Results

- High level of guest satisfaction and appreciation
- 70% energy consumption savings by the communication system
- Communication transformed from facilitator to strategic asset
- Unified communications that takes care of all guest demands irrespective of channel and medium
- Increased efficiency and motivation for staff

[www.okurabangkok.com](http://www.okurabangkok.com)

"The Okura Prestige is a new five-star hotel located in a highly competitive area. We recognise and appreciate that our guests demand more cutting edge technology than merely Wi-Fi and LAN. That's why we turned to NEC Communications to deliver cost-effective solutions."

Thawatchai Janyawadee,  
IT Manager of Okura Prestige Bangkok



## Challenges

With the opening of the Okura Prestige Bangkok on May 14 2012, Okura Hotels & Resorts launched its first branded property in Thailand. The hotel, with 240 rooms and suites, is located in the heart of Bangkok's Central Business District with a direct link via covered walkway to the city's BTS SkyTrain network at Phloen Chit station.

Many embassies are in close proximity and major shopping malls and tourist attractions are easily accessible – making this five-star hotel popular with both business and leisure travellers. In order to fulfil and satisfy the demands of guests from so many local and overseas markets, the Okura Prestige Bangkok needed a communication solution that would increase efficiency and maximise guest satisfaction.

The fundamental concept and philosophy of Okura Hotels is summed up by the phrase 'Best ACS': Best Accommodation, Best Cuisine, Best Service. Okura Hotels & Resorts aims to maintain the highest possible standards in every aspect of hospitality, while infusing them with the unique characteristics and culture of Japan. The result is a brand that offers guests a distinctive and personal experience that delivers exceptional design and in-room amenities, a variety of fine dining experiences and, importantly, consistently high levels of service that match the most challenging requirements.

Being located within the Park Ventures Ecoplex, Bangkok's latest architectural icon, The Okura Prestige Bangkok has strong and compelling eco-friendly credentials. The building's construction

utilises low-E coated glass, light balancing sensors, grey water recycling and CO<sub>2</sub> monitoring equipment. The Park Ventures Ecoplex also features a Building Automation System (BAS) that controls every aspect of internal engineering.

The hotel was seeking an eco-friendly designed solution that would also dramatically increase the efficiency of its staff.

## Solution

Building upon their experience with NEC Thailand as a systems integrator and maintenance provider with proven and reliable hotel communication solutions, The Okura Prestige Bangkok turned to its trusted partner for advice on how to fulfil guest demands through the latest communication technology.

After analysing the hotel's operation and specific needs, NEC Thailand advised the hotel to consider:

- NEC's hospitality feature-rich SV8300 communication system with PMS integration
- Business ConneCT Operator as operator solution that can be integrated with the Business ConneCT Contact Center solution to form one integrated solution in the future. The wide range of interfaces that Business ConneCT Operator supports also enables complete integration with PMS solutions

## Results

With the user experience and recommendation of NEC solutions among several Okura hotels, The Okura Prestige Bangkok chose NEC's SV8300 communication solution together with four Business ConneCT licences as their Operator Service.

An interface between Business ConneCT and Winpac provides complete PMS integration. When receiving internal calls, the Business ConneCT Operator immediately sees the guest's name and can consequently greet the person friendly by name. The Operator team's competence and performance can also be reported to ensure quality standards. Business ConneCT furthermore has the capability to prioritize each call effectively.

Mr. Artiphot Ketkaew, Executive Sales Manager of NEC Thailand, says, "Working with the IT team of The Okura Prestige Bangkok is a pleasure in itself. NEC Thailand has been able to transform

communication from being a facilitator and enabler to a strategic asset and differentiator for the hotel and its guests. A great example of the latter is the newly-installed Unified Communications solution Business Connect, which takes care of all guests demands (incoming and outgoing), irrelevant of the chosen channel and medium".

## About

Established in 1962 as a world-class business catering to prestigious international guests to Japan, Okura Hotels & Resorts has developed into one of the world's leading names in hospitality.

From the very beginning, Hotel Okura believed in doing everything with the spirit of 'Wa,' the Japanese word for Harmony. In Tokyo, every employee carries a memo pad inked with the Japanese character 'Wa' in the handwriting of the hotel's former president Iwajiro Noda.

This subtle but lasting gesture reminds all staff members to treat guests with utmost harmony and kindness. These founding principals have been applied to all 22 member hotels throughout the world.

The combination of Japan's rich service culture and Thailand's renowned standards of hospitality provide guests with a genuinely welcoming environment. The result is the finest service possible in a city that is accustomed to excellent consumer care, comfort, dining and convenience.

A sincere and genuine approach to guest relations ensures that the needs of each individual guest are met with courtesy and efficiency. These high levels of service are matched by a progressive and eco-friendly design, exceptional facilities and unrivalled levels of luxury and comfort.

For further information please contact your local NEC representative or:

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