

CASE STUDY – ENHANCED HOSPITALITY

EDGEWATER BEACH & GOLF RESORT

Edgewater Beach & Golf Club Resort, a property of The Resort Collection of Panama City Beach, Florida, is a 1,300 unit, full-service property offering a variety of amenities, from pools, Jacuzzis and shuffleboard, to tennis, spa treatments and the championship 36-hole Hombre Golf Club. The resort required a communications systems overhaul to take advantage of new technology and enable improved customer service through new hospitality applications and increased efficiencies via streamlined management.

CHALLENGE

Edgewater had a 25 year-old phone system serving the entire property, and the Florida climate had degraded the copper wiring. In addition, the staff was unable to manage the system centrally, and lacked useful reporting and efficient call center functionality. Improvements to their overall customer experience through integration with their property management system and enhancements to E911 capabilities could not be addressed within the current equipment framework. Additionally, they needed a scalable infrastructure for future connectivity to other properties.

SOLUTION

Deltacom experts worked diligently to perform a complete assessment to uncover Edgewater's current and future needs. Dedication to helping them meet business goals through technology improvements set Deltacom apart from the beginning.

Edgewater required a system that would support their legacy analog room phones and provide enhanced emergency response and improved hospitality management. The NEC SV8500, paired with contact center and security packages, was an ideal solution. A call accounting and reporting package was also included to enable accurate guest billing for onsite calls. Edgewater also purchased more than 100 IP phones for administrative use that can be easily relocated, as well as several enhanced LCD phones for their conference center to enable catering orders, flight status inquiries and a number of other Internet enabled applications.

RESULTS & BENEFITS

Edgewater required expedited installation to meet their spring break peak season. Although that gave Deltacom less than half of the standard installation time, the team successfully met the deadline. Now, the resort staff responds faster to tenants and serves as onsite administrator, allowing better control and reducing long term costs. Additionally, their new hospitality features integrate with their property management systems for improved operational efficiencies and the new E911 server provides enhanced security response. Plus, the contact center package enables improved reservation tracking and reporting, identifying VIP clients. Time of day routing and supervisor queue monitoring means that their center is now staffed appropriately, minimizing missed or dropped calls that result in lost revenue. Edgewater is now also a greener resort, utilizing their new fax to desktop email and consuming considerably less energy to run the new system. "Our improved business efficiency, not to mention the upgraded experience we can now provide to our customers, validates my confidence in the decision to select Deltacom," said April Holley, Director of IT.

Edgewater Beach & Golf Resort: A DELTACOM CUSTOMER



EDGEWATER
BEACH & GOLF RESORT

"Deltacom went above and beyond to make sure we received a complete solution that addressed all of our needs. I felt comfortable because they did the research and work ahead of time."

– April Holley, Director of IT,
Edgewater Beach & Golf Resort
and a Deltacom Customer

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