

Luxury Hospitality Company

Voice Services Case Study



The company utilized GTT's SIP Trunking services and global voice network to successfully meet growing call volumes, improve the efficiency of its voice services and achieve significant monthly cost savings.

The Opportunity

A luxury hospitality company operates more than 20 hotels and resorts in the United States and Canada. Hotel operations are centralized at a large corporate services center in the Southeast U.S., where reservations, accounting, payment and information technology services are located. The corporate facility features a sophisticated call center that handles hundreds of thousands of toll-free calls each month.

GTT and the organization began their partnership with a single dedicated Internet access (DIA) circuit for the company's New York City property in 2014, after a competitor failed to deliver what was required. Soon GTT was providing DIA services to several other hotel properties and the corporate services center.

In the past, each hotel property maintained a local PBX for employee and guest phone services and procured telecom services from a local provider. In 2016, the company asked GTT to develop a comprehensive, SIP-based voice solution for all of its facilities. The company expected to realize substantial operational improvements and cost savings by migrating its voice services to SIP Trunking and working with a single provider.

The Solution

As a first step, GTT worked with the company's IT team to design a project plan to ensure a seamless transition. GTT installed SIP trunks over an existing Gigabit Ethernet DIA circuit at the corporate center and performed testing to verify configurations as well as inbound and outbound calling capabilities. The company's toll-free numbers were also ported to the new GTT service.

A luxury hospitality company operates over 12,000 guest rooms in more than 20 hotels and resorts in the United States and Canada.

Next, GTT worked with the individual hotel properties, transitioning these locations to GTT DIA and SIP Trunking services as their existing contracts expired. GTT deployed a managed integrated access device at each hotel to facilitate the SIP to TDM conversion to the client's on-site PBX, and managed the migration of voice services to GTT's network. GTT migrated eight hotels to SIP trunks, with plans to transition eight to ten more hotels in the future.

The Results

By migrating to SIP Trunking, and taking advantage of GTT's competitive toll-free rates, the client realized tens of thousands of dollars in savings each month. Integrating voice services onto existing DIA circuits allowed the company to disconnect duplicate TDM circuits serving the call center and each hotel. GTT's robust voice network ensures that the client can easily scale to support increasing call volumes at the call center.

GTT's SIP Trunking service is flexible enough to support the company's mix of technologies, supporting both a SIP connection to the IP PBX at the call center and TDM connections to the PBXs at the individual properties. In addition, GTT's tight integration of its DIA and voice networks enabled the company to support both voice and data services on a single circuit, eliminating redundant circuits and simplifying its overall service.

GTT's local voice service covers more than 90% of the population of the U.S. and Canada, which includes all of the current and planned hotel properties in the company's inventory.

GTT's global voice and Internet network offered the local coverage, technology flexibility and network integration to successfully meet the requirements of the organization's call center and individual hotels, improving call quality and availability and dramatically reducing costs.

Contact Us

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