

# iPECS Hospitality solution provides greater customer satisfaction

## About the client

Located at the entrance to the business district of Sidi Maarouf in Morocco, close to the business park and 15 minutes away from International airport Mohammed V, ONOMO Hotel Casablanca Sidi Maarouf enjoys a strategic location. With its 120 rooms and suites, this 3-stars hotel has a style that consists of a hybrid look between casual and classic. The hotel also offers its guests a conference and meeting rooms. ONOMO Hotel Casablanca is part of a network of 19 regional branches. The hotels are decorated with 100% African products, interweaving between Western and African cultures, for a business casual stay at an attractive price.

<https://www.onomohotel.com/>

## Summary

To become modern and to prepare for the future, iPECS technology from Ericsson-LG Enterprise has been chosen as the most suitable solution by the client. To allow seamless integration with the current Fidelio OPERA management system and to provide high quality customer service through more efficient hotel features, iPECS Hospitality solution from Ericsson-LG Enterprise based on iPECS eMG800 was a perfect fit as it provides complete solution to meet all the customer's needs.

## Challenge

The main concerns of ONOMO Hotel were maintaining its international standards for customer service and the integration of its new telephony system with the Fidelio management system.

In addition, it was important to be able to benefit from a proven, robust, reliable and scalable solution, supporting all types of communication technologies as analog, digital and IP communication to be future proofed for easily improving customer experience.

## Product

### Platform

- iPECS eMG800

### Terminal

- LDP-9200 series


### Application

- iPECS Report Plus
- Fidelio PMS integration





ONOMO  
Hotel  
Casablanca



**"Dramatically improved hotel staffs' productivity from the new iPECS solution integrated to PMS Fidelio, abosotuely enabled us to provide greater customer experience."**

– Mr. Mourad Aissi, IT system manager of ONOMO Hotel Casablanca

## Solution

- iPECS eMG800 for analog, digital and IP hybrid system
- Supporting their 250 analog and digital phones with flexibility for capacity upgrades
- Voice mail for recordings for efficient customer service
- Centrally managed and organized phone book by groups for reception, catering, sales and etc.
- Call forwarding and pick-up rules customized for better management of customer requests, minimizing the call loss
- Simple hotel management through smooth integration of Fidelio PMS into iPECS eMG800 platform
- iPECS Report Plus supervises all ongoing queued calls to improve customer service

## Benefits

The client came to realize that the investment on iPECS solution had a great impact in reducing the cost that they no longer are obligated to maintain various telecommunication stations to have their communication intact. Rather simple and central operation from iPECS had solved number of essential issues that the hotel had faced previously.

- Reliable and stable communication system that are at the center of the client's main business activities.
- Organized workforce and the easy availability of them through iPECS solution improved user satisfaction significantly.
- Installation of the hybrid platform that has centralized the communication solution gave great impact of cost-effectiveness.
- Integration between the iPECS solution and the PMS Fidelio simplified the invoicing the call charge.