

CASE STUDY

NUMBER 1 HOTEL FOR BUSINESS IN CHICAGO SELECTS **COMXCHANGE**[™]

THE TALBOTT HOTEL



“When I can install a **best of breed product** at an entry level price point, I’m thrilled.”

-Troy Strand- General Manager

THE COMPANY

The Talbott Hotel is a four diamond 149-room luxury boutique hotel located off Michigan Ave. in Chicago, Illinois.

- Orbitz Best in Stay for Business
- Orbitz Best in Stay for Leisure
- AAA Four Diamond Award
- National Geographic Traveler Magazine - One of “129 hotels we love” in North America

THE CHALLENGE

Provide a PBX solution with 100% uptime that accommodates the specific needs of The Talbott Hotel.

When it came time to replace the PBX at The Talbott Hotel in 2007, reliability was a key factor in the decision making process. As shown by recently being selected as the number one hotel for business in Chicago by Crain’s, The Talbott Hotel has very discriminating standards. There is no tolerance for a down phone system. “We have guests and staff who expect 100% uptime, so we were not interested in installing a switch that couldn’t provide that” says General Manager Troy Strand.

Besides reliability, The Talbott was looking for a solution that would be more accommodating to their needs. “With our old PBX we didn’t have the flexibility to create better processes,” says Strand. “We could only take what was decided for us, software wise, and try to make it work.” This was so important because The Talbott prides itself in providing the absolute best service to their guests. Any way they can improve their workflow and efficiency ultimately gives them more time for their guests.

THE SOLUTION

Innovation Technologies ComXchange[™] IP PBX

Working with Innovation since the early 1990s, The Talbott has always been excited about new Innovation products. When Innovation introduced ComXchange[™], it was an easy choice to replace their aging PBX.

THE RESULTS

- ComXchange[™] has been up since it was installed a year and a half ago.
- As The Talbott thinks of new ways to improve their telecommunications process, they now have the flexibility to make it happen.
- The Talbott was able to make up the cost of ComXchange[™] in six months just with the reduction in payroll.

Like most hotels, The Talbott has worked with vendors that adapt their products to work in many industries. On the other hand, Innovation has always been totally focused on the hospitality industry. “We have access to a hotel specific product line, not products designed for other industries that have been clumsily adapted to our unique needs,” says Strand.



"The time savings is **immeasurable**. Everything is much **easier and efficient**, but we're also able to do so much more than we were able to do before."

-Troy Strand - General Manager

COMXCHANGE™ SYSTEM HIGHLIGHTS

- Hospitality Specific Design
- Best in Class Hardware
- Scalable for Large and Small Hotels
- PMS Integration with All Major Systems
- Lower Maintenance Costs
- All-in-one Solution

REAPING THE BENEFITS OF HOSPITALITY SPECIFIC DESIGN

A Scalable Solution

Striving to stay on the cutting edge of technology, The Talbott has constantly changing needs. Their previous PBX had an actual hardware limit, which they had reached. "Now, it seems limitless," says Strand. "If we wish to add additional analog or IP extensions, we don't need a free slot in the PBX to add a card. We can simply add an additional gateway or switch."

Saving costs with ComXchange™

Installing ComXchange™ has provided immediate savings for The Talbott. Previously, The Talbott had a standard issue hotel PBX. The features were very limited and in order to take advantage of the latest releases of software, they constantly needed to upgrade the hardware. "Hardware and Software were unreasonably expensive and many times offered very little in terms of feature upgrades. ComXchange™, on the other hand is easy to use and is very simple and inexpensive to upgrade," says Strand.

Another plus, according to Strand, is ComXchange's built-in conference bridge. "We can now offer to host conference calls for our customers and it operates as they expect an outside, expensive conference call company to work. You give them a number to dial in to and a password to enter the call."

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