

# De Bonte Wever



**Customer** - De Bonte Wever, Assen

**Industry** - Hospitality

**Challenge** - Modern communication system providing sufficient flexibility and scalability for future growth

**Solution**

- UNIVERGE® SV8100 communication server
- Business ConneCT
- Link with Freetime Hospitality VIPS booking system
- Voice response system
- Mobile reachability based on Bluetooth

**Result**

- Improved speech quality
- Improved Customer Relation Management due to integration
- High quality management information
- Better insight into peak loads
- Advanced voice response system
- Scalability calculated for future growth
- Optimal (workload) distribution incoming calls by handling reservations and other calls with the Freetime Company Service Centre
- Prepared for VoIP use in near future
- Shortened response times to guest requests

[www.debontewever.nl](http://www.debontewever.nl)

De Bonte Wever in Assen started as a location for having parties, meetings, to go skating, swimming, cycling or for fitness classes, wellness, have breakfast, lunch, dinner, drinks, and numerous other activities. Since the added possibility of spending the night, it was necessary to adjust the communications infrastructure.

De Bonte Wever has eight ISDN-2 connections and thus sixteen channels. These are used for incoming calls, including reservations coming in the Assen location. Part of the reservations are also handled at the Freetime Company Service Centre in Lochem. For callers it doesn't make any difference. Other incoming calls as yet are directed to the two hotel desks of the Bonte Wever hotel. Hotel guests can use the room telephone for requesting any of the services available. This is free of charge, so no call registration is necessary.

## Challenge

"De Bonte Wever approached us, because the hotel wanted the ability to make use of Business Connect. This would require replacing the telephone exchange the hotel was using," says Rene Tol, project owner and also director of DVT Communication in Groningen. "A requirement of the new telephone system was to have an improved voice-response system with better voice quality than the previous system. De Bonte Wever also was looking for a solution with sufficient flexibility and scalability to be prepared for expected future growth of the company. "

## Solution

To facilitate implementation of the required Business Connect solution, DTV Communication advised to choose the UNIVERGE SV8100 communication server. Besides offering a scalable solution, the SV8100 also provides the option to make use of Voice over IP (VoIP). "An important reason for choosing Business Connect is that we wanted a direct link with the reservation systems at both our locations," says Christa de Ruiter, director of De Bonte Wever. "This involves a hotel application for handling reservations. It is now possible to see the caller before answering the phone and to have all caller information at hand."

With the UNIVERGE ® SV8100, front office employees use phones with Bluetooth. "Because these employees have to move around, this is more convenient than working with a headset. This will also create a more customer friendly impression to guests approaching at the desk."

## Results

With the combination of UNIVERGE ® SV8100 and Business Connect, De Bonte Wever now has a system with much improved quality of speech and also ready for future expansion of the company. This benefit already is showing in the significantly more efficient handling of reservations due to the cooperating with FTC. As described earlier, with Business Connect interfacing to VIPS, it is possible to see if a caller has stayed at the hotel before. All relevant information is immediately available during the call, to make sure that a reservation can be entered into the system significantly faster than before.

De Ruiter: "We think it is a great advantage that our customer relation management has improved considerably. Regular guests can be helped much faster because we immediately have the right information when they call. This is both more customer-friendly, and more efficient."

In the longer term, De Bonte Wever will increasingly benefit from the opportunities of the new solution. Especially when it comes to management information. With Business Connect it is possible to have detailed statements, giving insight into peak times. This allows a good estimate of the required capacity in terms of staffing. This will further improve efficiency all to the benefit of the future guest service

## Profile

De Bonte Wever is a full-service hotel in Assen (province of Drenthe in the northern part of the Netherlands). De Bonte Wever is situated adjacent to one of the oldest forests in the Netherlands and is located near the historic city of Assen. Attractive sights such as the Drenthe Museum, the Traffic Park in Assen, the TT Circuit, the Gouverneurstuin, and the Noorder Dierenpark Zoo can be easily reached from here. De Bonte Wever is committed to sustainable business and obtaining the Green Key label, the label for environmentally friendly hotels.



About Freetime Hospitality: Together with Freetime Company (FTC), the fastest growing hospitality specialist in the Netherlands. With a strong overall concept and the high quality VIPS booking- and management information system in conjunction with its services and other systems, Freetime Hospitality provides Hospitality reservations, cash registers, telephony, supplies, kitchen, website and other links for the hospitality industry. A team of professional developers and consultants ensures that VIPS is completely tailored to your business. We support you with your own helpdesk and 24/7 emergency service. See also [www.freetimehospitality.nl](http://www.freetimehospitality.nl)

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