

## ARROW CASE STUDY

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**CUSTOMER:** Park Lane Holiday Parks

**INDUSTRY:** Hospitality

## SOLUTION SUMMARY

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- Arrow's unified communications solution was installed across 5 sites and connected over 30 staff, uniting all locations and employees into the centralised system of 8x8, allowing for simple communication between customers and staff.
- Arrow installed automated call routing, centralised voicemail system, call tracking and analytics
- New data connections in the form of NBN fibre connections
- Managed network routers, hardware and servers
- Security door stations for after hours park access and emergencies
- Smart mobile devices
- Installation and management of 8x8 mobile application
- Conference phones
- Virtual Office Analytics and Reporting software

## KEY OUTCOME

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- Unified all Park Lane's locations through a custom unified communications solution and centralised services



# Cloud Solutions

PROVIDING EFFICIENCY, STABILITY & RELIABILITY

ARROW  
VOICE & DATA





## Arrow's Cloud Communications saved Park Lane Holiday Parks from an outdated and ineffective phone system solution.

### ABOUT PARK LANE

Park Lane, a member of the BIG 4 Holiday Group, is a collection of four family-oriented camping and interactive holiday parks located throughout Victoria.

The business focus is on providing affordable, fun, family friendly and safe holiday experience to everyday Australian families looking to get away.

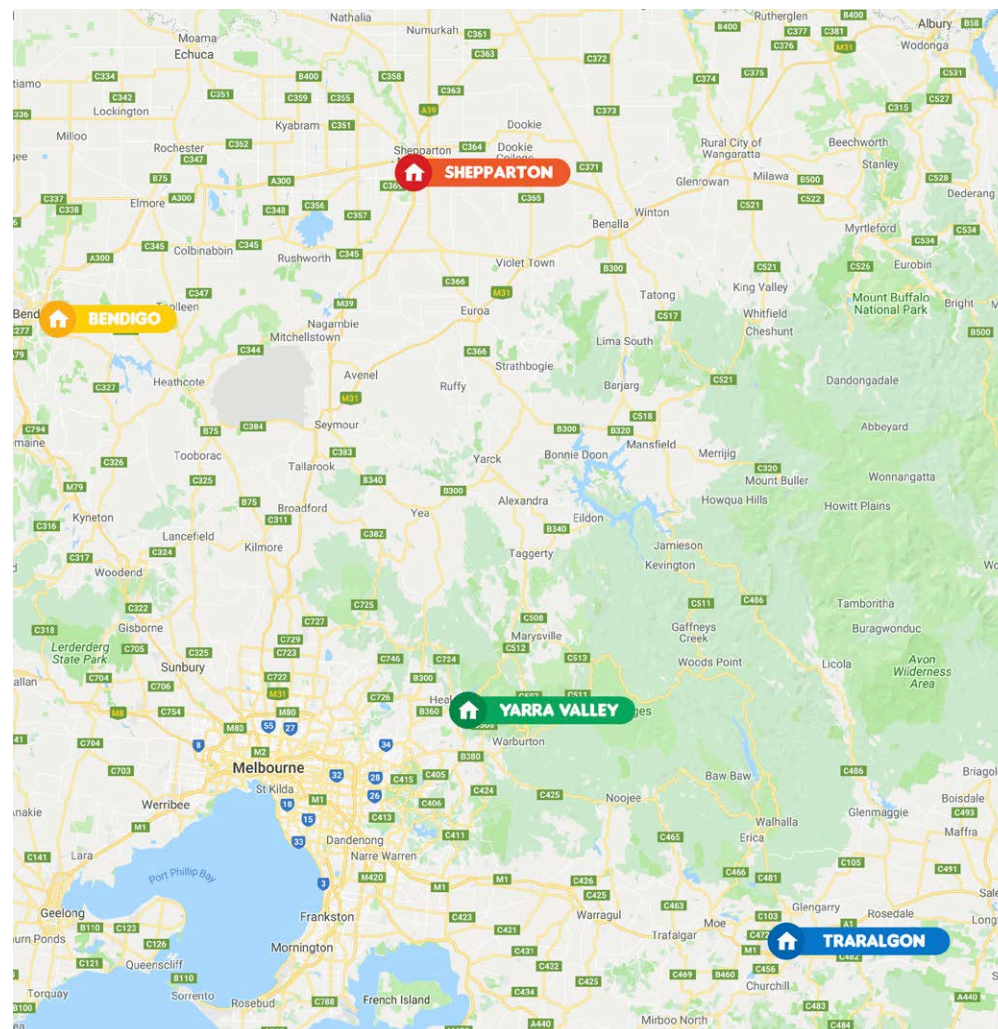
Each holiday park spans over hundreds of acres, which made communication between facilities, staff and clientele fractured and disjointed. Park Lane needed a radical new communications solution to create ease of access, streamline their business and improve customer service

### BUSINESS CHALLENGE

With locales in Bendigo, Shepparton, Traralgon and Yarra Valley, Park Lane was experiencing inconsistencies in quality of service for their communications network and internet services. This was impacting on customer satisfaction during booking enquiries, making payments via EFTPOS at locations and lack of unified communication between staff on site.

Before Arrow's solution, Park Lane staff were using personal mobile phones, point to point radios and outdated communication methods of communication to coordinate staff and visiting clientele. This led to dropped overall service quality, unclear comms and slow response times.

Park Lane expressed their concerns and current business challenges to Arrow, citing their employees needed consistent and reliable communications network in order to improve productivity and accountability. The old outdated methods of reaching one another were limited by both physical distance and technology. Radios, personal cell phones and such were not able to cope with the increased demand or point of access required to effectively provide more reliable services to guests at the holiday parks.







## SOLUTION SUMMARY:

Park Lane's primary requirement was increasing efficiency, stability and reliability and partnering with a whole of business provider that could support them with communications network and internet services. With Arrow's ability to provide the best services in the industry, we were able to come together with our supplier partners to provide new services across all 4 major locales for Park Lane, in addition to uniting their entire workforce through one simple unified communications solution.

The communications solution implemented for Park Lane was the product suite from Arrow's premier cloud communication solution, 8x8. With the integration and usability of 8x8, Park Lane would be able to bring their communication network into the 21st century, no longer having to rely on outdated traditional phone line usage and centralise their calls into one, easily managed system.

Arrow's unified communications solution was installed across 5 sites and connected over 30 staff, uniting all locations and employees into the centralised system of 8x8, allowing for simple communication between customers and staff. The installation of an automated call routing, centralised voicemail system, call tracking and analytics means no more missed calls.

By uniting all the offices, sales teams, concierges, holiday parks and remote staff under the one phone system, Park Lane's overall staff and client user experience was drastically improved.

In addition to the centralised cloud based 8x8 phone system, Arrow also implemented the new cloud phone systems into 'virtual PBX groups' of extensions, that represent physical and virtual branches of the company. This results in easier, more efficient call management. Arrow implemented the ability for all system users to visually see the availability presence of everyone within the business, whatever their location.

Park Lane's scattered resort parks across Victoria provided Arrow with the opportunity to unite their business locations, utilising the power of 8x8 Unified Communications.

Arrow also equipped Park Lane with 8x8's Virtual Office – Branch Office suite of communication products. This solution allows Park Lane to segment their virtual PBX into groups of extensions that represent physical and virtual branches.

This means customer services and offices located throughout the various Park Lane parks can operate independently, but still be connected to the centralized network. Sharing synchronised information about customers, business partners and employees without the need for complicated routing and providing multiple access points to the new centralised network.

Along with implementing the custom cloud-based communication system, along with call routing, automated call centre, statistics and analysis, Arrow also implemented the following:

- New data connections in the form of NBN fibre connections
- Managed network routers, hardware and servers
- Security door stations for after hours park access and emergencies
- Smart mobile devices
- Installation and management of 8x8 mobile application
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## OUTCOMES

Arrow Voice & Data were able to outfit Park Lane with a unique and customised IT and telecommunication solution that has freed their business structure from traditional constraints into a mobile, cloud-based future. By implementing new fibre connections, cloud-based business continuity through Virtual Office and communications, Park Lane has now unified their entire working staff under one easy to utilise system. What were once fractured and remote work sites, are now unified and strengthened communication channels through the power of Arrow's cloud services.

With 8x8 communications network infrastructure, Park Lane can be assured their new cloud-based work network will never experience downtime. This comes into play thanks to 8x8's top-tier global data centres network, which provides built-in redundancy ensuring there is no one point of failure, that could take clientele offline.

## 8x8 Global Data Centres



## PROCUREMENT SPECIALISTS

Arrow Voice & Data are the only company you need for all your IT and telecommunications needs. Being procurement specialists allows us to handle all technology, purchasing, warranty and support under one umbrella, meaning your business can focus on what you do best, leaving the complications of technology to the experts.

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