



# Unified Cloud Communications

## A SEAMLESS TRANSITION TO THE CLOUD

**Arrow's cloud consultancy services provided a cloud migration roadmap that unified SiteMinder's global operations.**

### ABOUT SITEMINDER

*SiteMinder* is the world's leading hotel technology provider. Founded in 2006, SiteMinder was born out of the need for hotels to exchange booking information with the websites they listed their rooms on. They pioneered the concept of channel management for a fixed monthly fee, making distribution affordable for every hotel. They work with all accommodation providers, from B&Bs to multinational chains.

SiteMinder offers a suite of five products on the SiteMinder platform including a channel manager, hotel booking engine, hotel website design, hotel business insights, a global distribution system, and a hotel app store.

They provide technology solutions to 35,000 hotels worldwide and are the recipient of awards that include 2020's #1 Channel Manager Software and one of the top three most customer-centric companies by Hotel Tech Report.

SiteMinder is built for scale with 201 bookings per minute and 105 million per year.

### THE CHALLENGE

SiteMinder is a multi-site organisation with offices distributed globally including London, Dallas, Bangkok, Sydney, Galway, and Cape Town.

Communications across these sites were not operating as a unified whole, and as such were not taking advantage of what a unified cloud communications solution could bring to their business operations, productivity, and customer engagement.

Arrow Voice & Data has an existing relationship with SiteMinder through the provision of voice and data services to their Sydney office. This mutual trust and insight into SiteMinder's business operations allowed for the creation of a cloud migration roadmap and unified communications setup. This solution would need to be one that met their most immediate needs and factor in growth and expansion into the future.

The consultancy period provided a clear direction for our solution engineers to match SiteMinder's business objectives with the best solution, sourced from Arrow's partnerships with leading cloud providers. 8x8 was selected as the cloud provider that would best meet SiteMinder's unified communications requirements.



## THE SOLUTION

SiteMinder required unification of their global sites and 925 staff through transitioning to cloud-based unified communications including virtual cloud contact centre. Arrow provided a custom-designed solution powered by 8x8 X Series.

### The Solution Included:

- Multisite 8x8 X series
- Cloud Contact Centre
- Advanced Salesforce integration
- Training and management services
- Interactive voice response (IVR) scripts
- 24/7 customer support

## OUTCOMES

The global deployment addressed the need for unified communications across all sites and optimise the customer experience through a cloud contact centre solution, under a 24/7 support model, a key benefit for their operations.

Arrow and 8x8 cloud contact centre now allow SiteMinder to fully utilise their global workforce across all time zones effectively and efficiently. Some of the key inclusions and advanced features that allow this to happen include:

- Skill-based call routing
- CRM integration
- Chat
- Post call surveys
- Queue callbacks
- Analytics
- Web cobrowsing
- Real-time speech analytics

SiteMinder now has a unified workforce all operating on the same integrated system with one global system administrator. This future-proofs the business with the ability to expand, scale-up, and add additional sites in a simple, seamless, and cost-effective way.

## PROCUREMENT SPECIALISTS

Arrow Voice & Data are whole of business specialists for managed services and digital cloud transformation.

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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