



A GuestWorks® System Solution for TownePlace Suites™ by Marriott®

Communications Efficiency and Traveling Comfort, Away from Home

Converged Voice and
Data Networks
Customer Relationship
Management
Unified Communication
Supported by:
Avaya Labs and Services

KENNESAW, Georgia – TownePlace Suites by Marriott offers extended-stay business travelers a unique lodging experience including “very spacious suites with full kitchens and just the right mix of services at a moderate price,” according to Warren Schatzle Jr., General Manager. From the distinctive residential look of the buildings, to its world-class service, TownePlace Suites delivers all of the comforts of home to guests who expect to be in town for more than just a few nights.

Satisfying Requirements for Features and Functionality

When Day Hospitality, owners and operators of this TownePlace Suites, planned the new 83-room property in an Atlanta suburb, they knew exactly what kind of communications system they needed. “I opened the second TownePlace Suites in the country. At the time, there was only one solution available and we were extremely dissatisfied with the way that system worked,” Schatzle said. “So, when the time came to open Kennesaw, we were very selective in choosing a phone system that would provide us with full feature/functionality, be easily administered by a small staff, and still satisfy Marriott’s franchise requirements.”

An Integrated Avaya Proposal

Day Hospitality considered bids from four vendors including Tharaldson Communications, an Avaya BusinessPartner. Faced with a competitive bid situation, Jim Senger, Tharaldson Vice President, knew that he had to build a complete communications proposal to win the sale. It would have to meet stringent franchise requirements, and deliver the features and performance that would exceed the hotel management team’s expectations. “We identified a number of requirements, and the wireless communications component seemed to be a top priority,” Senger said. So, with their experience in serving the communications needs of the lodging industry, and their familiarity and confidence in Avaya’s industry-leading applications, Tharaldson proposed an end-to-end Avaya solution – a GuestWorks system in tandem with the TransTalk® 9000 Digital Wireless Business System and an Avaya INTUITY™ AUDIX® System for messaging.



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Mr. Warren Schatzle Jr., General Manager, TownePlace Suites by Marriott

Smart Features for Guest and Staff Convenience

Issue 6.0 software supports a number of key enhancements that include a fully automated Suite Check-In feature, automatic selection of Direct Inward Dial (DID) numbers to a guest room, and a 911 Crisis Alert-to-Pager feature.

Suite Check-in

According to Tharaldson's Senger, when a guest checks into the hotel, Marriott's PMS – the computer system that runs the hotel – only assigns and activates one number in the guest room. Activation of the second line has to be done manually. "With the Suite Check-in feature in the GuestWorks 6.0 software, the system automatically unrestricts the second extension as well. It's a big time saver because the whole process is automated and can be done with one command."

Automatic Selection of DID Assignment Numbers to a Guest Room

Another key feature is the automatic selection of Direct Inward Dial (DID) numbers. The communications system maintains a dedicated block of DID numbers that it assigns automatically when a guest checks into a room. This capability allows guests to give a direct dial number to callers – an important

benefit to a hotel that caters to extended-stay visitors. Another benefit to this feature was the fact that Tharaldson, also an agent for AT&T, included an unusual option to their proposal. "Instead of ordering a block of local DID numbers (the most common solution) we ordered toll-free numbers from AT&T and had them put on the AT&T T1," Senger explained. The result? Significant cost savings and increased guest satisfaction. General Manager Schatzle agreed that "the 800 DID feature is one of the most attractive aspects of the GuestWorks System software. It allows us to issue a guest a direct dial toll-free number to permit his business colleagues or family to call directly to the suite, and at the guest's expense." The hotel pays for the toll-free numbers on a per-call or per-minute basis. So, with a small markup, the hotel has a new revenue source.

911 Crisis Alert-to-Pager Feature Improves Guest Safety

Whenever a guest, or anyone on the premises, dials 911, the system notifies the console and up to three designated pagers to alert the staff that a 911 call was placed. "With a small staff, it is imperative that whoever is on duty be aware of a call placed to 911," Schatzle declared.

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A Wireless Challenge

Marriott’s stringent franchise requirements called for a portable telephone system that could cover the entire premise including all elevator cabs, hallways, guestrooms, and exterior grounds. TownePlace Suites has two separate guest buildings, a pool, parking lot and grounds. With an efficient, small staff that has multiple responsibilities, the challenge is clear.

TransTalk Phones Provide Mobility with Superior Performance

Tharaldson proposed Avaya TransTalk 9000 Digital Wireless System to provide the hotel with superior coverage and high-quality connections. “One of the things we’ve been extremely pleased with is the TransTalk phones. They are crystal clear, we do not have any dropped calls, we don’t have any dead spots and it reaches all the way around the building. The TransTalk system is very impressive,” stated General Manager Schatzle.

The GuestWorks Solution – An Easy Decision

The decision to go with Tharaldson and Avaya was easy recalls Schatzle. The total package was competitively priced “especially on a feature-to-feature basis. Tharaldson made us feel comfortable with the quality of the product,” he added. The integrated GuestWorks solution supports the hotel’s Property Management System and provides the features that business travelers demand. For extended-stay guests, the ability to have a direct dial number, to create a personal greeting, and retrieve voice mail messages are big pluses. “The availability of two lines in a guest room providing dual voice and Internet access capability is also a big advantage,” said Schatzle.

Excellent Products Backed by Responsive Service and Support

“I am extremely pleased with the systems and with Tharaldson. Obviously, the service provided through Tharaldson and through Avaya is key and we’ve been very pleased with the response that we’ve had,” Schatzle said. He is so impressed with Avaya and Tharaldson Communications that he recommended both to colleagues. In fact, he’s already sent blueprints to Tharaldson for GuestWorks System installations at his next two properties.

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