

Spa Utopia

New unified phone system helps clients relax at the spa.

“TELUS was really responsive to all our needs and made a point of understanding our business environment. Through the implementation, they were ready to work with us as a team, even when challenges were outside the scope of the project.”

Shona Houghton, Manager Information Systems,
Spa Utopia Health and Wellness Center



Situation

- Each of Spa Utopia's three locations had its own phone system
- One of the systems was expected to fail soon and another had reached end of support, with the result that ports were no longer available
- If staff at one location were busy, calls were often missed as the other locations could not assist due to separate phone systems
- Limited reporting was available on only one system

Approach

- Spa Utopia engaged TELUS in discussions about consolidating their phone bills
- Their TELUS representative offered to review their phone systems and their needs
- TELUS recommended a new Cisco Business Edition 6000 (BE6K) unified communications system, together with an advanced MPLS network
- The day before installation, one of the old systems failed
- TELUS was able to install a temporary phone system the same night, allowing Spa Utopia to keep operating while the new solution was installed

Business Benefits

Customer satisfaction:

- 95% call answer rates and a significant reduction in voicemail messages
- Native Call Queuing and routing ensure calls are always answered, even when the location dialed is busy

Improved productivity:

- Extension mobility provides private voicemail boxes for staff members without phone extensions
- Reporting options provide information about busy times, call response times and more, allowing Spa Utopia to staff appropriately and better manage their business
- AnyConnect VPN and softphones give mobile and remote employees access to all the features and benefits of the new system and network

Business continuity:

- The phone system includes Survivable Remote Site Telephony and the MPLS network is fully redundant, ensuring Spa Utopia can stay in business no matter what happens

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Solution Details

Spa Utopia Health and Wellness Center is an award-winning spa and salon. Its three locations offer a full range of spa, esthetics, massage and hydrotherapy treatments, as well as hair care and hair styling. However, clients were not always able to reach their favourite location by phone.

“Our biggest problem was that each of our locations had its own completely different phone system,” explains Shona Houghton, Manager Information Systems. “And two of them were old. We expected one might soon fail completely and the other was at the point where ports were no longer available. An even bigger issue was that when our staff at one location were busy, there was no opportunity to divert incoming calls to another location.”

In a separate discussion with TELUS about consolidating Spa Utopia’s phone bills, their TELUS representative offered to review their phone systems. Houghton had been working on doing this herself and was happy to accept.

After the review, TELUS recommended a Cisco Business Edition 6000 (BE6K) system and an MPLS data network. This would centralize all of Spa Utopia’s telephone switching and provide them with a secure and reliable data network for connectivity between locations and with their Point of Sale system.

Spa Utopia agreed with the recommendation and placed the order. The day before the new system was due to be installed, one of the old systems failed.

“We contacted the provider at 7 in the morning, but they weren’t available until 2 p.m.,” says Houghton. “TELUS was due to deliver the new server that night, and when we called them at 2 p.m. to explain why they might have trouble reaching us by phone they told us they could have a temporary phone system set up for us and fully functional by the following morning. At 10 that night, we were all there working on the temporary system and getting it running, and by morning we had phones. It was truly amazing.”

With the new system now installed, clients can still call their nearest or favourite location, but will no longer be left on hold if all the staff at that location are busy. Native Call Queuing will route to the next free agent at another location.

As part of its BE6K solution, Spa Utopia included Cisco’s Contact Center Express application. The full range of reports available with this application allows Spa Utopia to see when calls come in and what happens to them.

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"We know how many calls we've had to each location and how long it took for them to be answered," says Houghton. "We know our Langley location gets twice as many calls as our other two, and we know the busy times. That means we can make sure we have all our staff working on a Wednesday afternoon when we're busiest. It's also motivating for our staff because they can see where they're succeeding. We now have a 95% call answer rate and far fewer voicemail messages in our general mailbox, which is excellent."

The voicemail system includes extension mobility, so employees who do not need a phone of their own can still have a private voicemail box and pick up their messages from anywhere.

The 10 MB MPLS network provides reliable Internet connectivity for Spa Utopia's Point of Sale system and is a foundational building block that will allow them to expand their data capabilities as they grow. It includes Cisco AnyConnect VPN, which gives mobility and remote workers access to the company's data and applications from anywhere. It also enables them to use softphones, lowering costs by reducing long distance and wireless charges.

The MPLS network is fully redundant and the phone system includes Survivable Remote Site Telephony (SRST). Together, these ensure that Spa Utopia has a reliable business continuity plan to protect their communications in any circumstance.

"We've had a location with a fire, we've had a flood and a major power outage," says Houghton. "These are all the things that can impact our business because people can't get through to make appointments. Now we know we won't lose anything if one location is out for any reason."

Houghton is pleased with the system and its deployment. "TELUS has been very responsive to our needs and they really understand our business environment," she says. "My background is in construction and I know that the best projects are those where it feels like a team. This was one of them, where everybody rolled up their sleeves and did the work. It was a pleasure to be part of it."



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