

Dutch Restaurant Group Offers Customer-Focused Services

Zamen uses Cisco solutions to serve guests better, while controlling costs.

| EXECUTIVE SUMMARY |
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| <p>ZAMEN</p> <ul style="list-style-type: none"> • Industry: Hospitality • Location: The Netherlands • Number of Employees: 37 employees |
| <p>CHALLENGE</p> <ul style="list-style-type: none"> • Deliver more efficient, responsive customer service • Reduce telecommunications expenses |
| <p>RESULTS</p> <ul style="list-style-type: none"> • Employees able to work more efficiently • Customers reach right person first time they call |
| <p>SOLUTION</p> <ul style="list-style-type: none"> • Smart Business Communications System brings together voice, video, and data networking |

Challenge

For the past six years, Zamen has been proud to offer a rich variety of dining and hospitality to visitors throughout the Netherlands. With eight resorts and restaurants in The Hague, the Dutch coast, and several other locations, Zamen offers a diverse array of amenities to suit the tastes of travelers and local residents.

“Our main purpose is to serve everyone’s preferences,” says Arshad Rizvi, events manager at Zamen. “For example, each restaurant has its own look, feel, and menu. Our customers can choose from a basic restaurant with barbecue, or enjoy luxurious dining on caviar, lobster, and champagne.”

Zamen is committed to providing a superior experience to guests at all of its locations, and its phone system plays an important role in serving visitors. However, as the company expanded and added new properties, it soon found that its mix of different communications systems was hampering service. The Zamen phone system had no automated attendant, so callers were sometimes unable to reach employees to book a reservation. Customers also had problems reaching the right person at Zamen, because the different phone systems could not redirect calls within the company.

Managing and maintaining a phone system built with several vendors’ products was also difficult and expensive.

“When we started our organization, we weren’t aware of the costs associated with having several providers and phone contracts,” says Rizvi. “As we began to grow, we realized that we needed better reliability, and a single point of contact for our telecommunications provider.”

Zamen needed a complete, affordable communications solution that would make it easy for customers to reach the employee they needed, the first time they called. The solution would have to deliver sophisticated call-handling features, yet work smoothly with the company’s existing business applications. And it would need to be scalable to take on new applications as the organization grew.

“Our jobs are far easier now that we have the Cisco integrated system, which connects our reservation system and our customer relationship management system. The efficiency in time is enormous compared to the systems we had in the past, so we can help our clients faster. Time is money, so for a salesperson this is very important.”

– Jeroen Baak, account manager sales, Zamen

Results

Working closely with Ask Roger!, a Cisco Certified Partner, Zamen replaced its outmoded phone systems with a Cisco® Smart Business Communications System. The Cisco solution lets Zamen consolidate all of its communications on one reliable platform. Now customers receive consistently responsive service, and can get in touch with the people and information they need fast.

“The main benefit to customers is that they can reach the right person more efficiently than before,” says Rizvi. “If a customer wants to plan an event or needs more information, an employee can simply press a button and redirect them to our home office. Switching to the Cisco solution has made our internal and external communication much better than it was when we had separate vendors.”

Customers have been very pleased with the new solution, helping Zamen to set itself apart from the competition.

“The customers are especially happy because we can respond to them faster,” says Jeroen Baak, account manager sales at Zamen. “Now we have a fully integrated communications system. If a phone rings at a restaurant and the call is not picked up, the solution automatically forwards it to the head office, so we can still help the customer. This gives us a good competitive advantage, because we can always be reached by customers.”

Employees can work more productively as well, because the Cisco solution lets Zamen pull together all of its business applications on one network. At the moment a customer calls, the system automatically pulls up their account records from the customer database and displays it on the employee’s PC.

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Zamen also enjoys significant cost savings, because it can use its own network to place calls between locations or process point-of-sale financial transactions.

“Our phone costs have been vastly reduced, because calls between our head office and individual properties travel over our own network,” says Rizvi. “The Cisco solution also helps us save money on credit card transactions. If we use an analog line to process them, we have to pay a specific fee for each transaction. Now we can perform those transactions using our IP network, and we don’t have to pay the fee anymore.”

Managing the solution is less expensive as well, because Zamen can interact with a single point of contact for troubleshooting or other issues. In the past, each location had its own supplier, and Zamen could not negotiate prices for support and other services. With Cisco Partner Ask Roger!, Zamen enjoys more efficient service that costs less than multiple vendors.

“I’m really happy that we are working with Ask Roger!,” says Rizvi. “Problem resolution time is much faster, and most of the time they can fix a problem the moment I call.”

Solution

To set up and install its solution, Zamen chose Ask Roger!, a Cisco Certified Partner that builds custom-tailored solutions to enhance its clients’ business operations.

“Our sales cycle is not about technology,” says Gerben Hoogwerff Kroon, voice reseller at Ask Roger!. “We look at each company and its business processes, and then determine what kind of technology can help the customer to improve his business.”

The Smart Business Communications System replaces Zamen's previous phone systems, and provides support for all the company's voice, video, wireless, and data traffic on one easy-to-manage platform. The new solution works smoothly and securely with Zamen's customer relationship management (CRM) applications, as well as its financial and point-of-sale applications.

"The Cisco solution lets us create a virtual private network (VPN) to securely connect all of Zamen's financial information," says Hergwerff Kroon. "Every location has a connection to the main office, as well as the CRM system, to help staff respond quickly to customers."

The solution also puts all of the company's hospitality tools at employees' fingertips, so they can help customers make reservations at any Zamen property.

"The integrated system gives us a schedule for all of our locations in a single view," says Baak. "If someone requests a location that is not available, we can look at the schedule and offer them an alternative, so we don't lose the client."

The Cisco solution was easy to set up and install, and can be quickly modified when the company closes or re-opens its seasonal beach clubs. With its versatile new networking solution in place, Zamen can meet its promise of providing world-class hospitality to each and every guest.

For More Information

To learn more about the Cisco solution, visit <http://www.cisco.com/smallbusiness> or contact your authorized Cisco salesperson.



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